

LIFE

GREAT RELIGIONS

PART IV

THE WORLD OF ISLAM



MOSLEM GIRL
OF PAKISTAN

20 CENTS

MAY 9, 1955

Lady Borden ice cream is extra-good
because it's made with extra cream!



Dip right into summer !



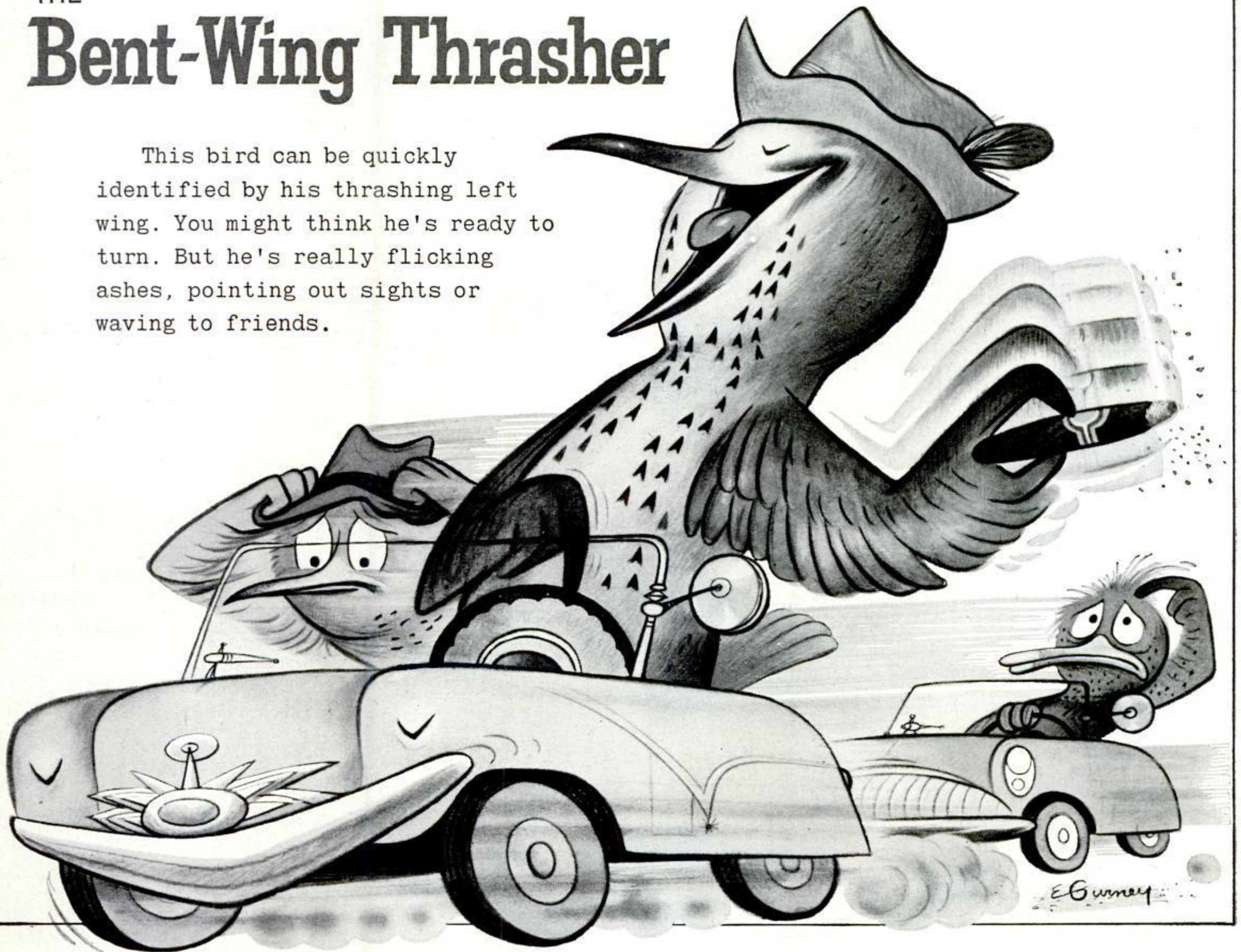
Enjoy Lady Borden today—buy the Burgundy-colored carton wherever you see the Borden ice cream sign.

All aboard! All a-Borden's... Enjoy all of the fine Borden foods on Elsie's Good Food Line.

© The Borden Company

THE Bent-Wing Thrasher

This bird can be quickly identified by his thrashing left wing. You might think he's ready to turn. But he's really flicking ashes, pointing out sights or waving to friends.



THE Smart Bird

keeps both hands on the wheel...except when he's going to turn or stop. Then he gives crisp, clear signals in plenty of time.

The Smart Bird knows how to get crisp engine response, too. He uses premium gasoline. Higher-octane premium gasoline burns smoothly in modern engines... delivers full power and performance.



It's smart to use
premium gasoline



ETHYL
CORPORATION

LIFE in a battle

Pinned down for over an hour in a Vietnam police post, a LIFE photographer and correspondent escape with firsthand account of a bloody battle.



WOUNDED CIVILIAN

Dive into a distant past

Off the coast of Haiti an American millionaire seeks the wreck of Columbus' "Santa Maria" and finds what may have been her anchor.



DEEP-SEA FIND

The World of Islam

The fourth in LIFE's Great Religions series: How a monotheistic faith came out of Arabia to claim nearly a seventh of the world's population.



PAKISTANI MOSLEM

Eye-catchers in Milan

A swimming pool in mid-air, giant-size bugs and other gay sales gimmicks are highlights of 1955 edition of Europe's greatest trade fair.



BUG AT THE FAIR

Return to a Rodin

Edward Steichen produces another portrait of famous sculptor's statue of Balzac which he first photographed almost half a century ago.



RODIN'S BALZAC

He was sure he was dying

Robert Wallace tells the tense, documented story of a commuter who endured the nightmare of a heart attack while on his way home.



THOUGHTFUL VICTIM

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Raiza Khanum, an 18-year-old Pakistani, dresses as the bride at a mock-wedding party (see The World of Islam, pp. 72-92)

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SHARE THEIR RELAXATION in big, comfortable king-size beds! Snow-white sheets and pillows. Knowing they're safe, forecasts a perfect night's rest!



SHARE THEIR THRILL over the personal conveniences of a private room—with toilet, wash basin, push-button services galore. Thanks to Pullman!

Your family will bless you for a vacation trip by **PULLMAN** *the youngsters love the scenery... mother loves to be waited on... you will be sure you are all safe.*



Talk it over right now, mother and dad. This year, why don't you plan to have a *whole* vacation? No work, no tenseness, no traffic nerves getting there. No racing against time, no tired, worn-out feeling getting back.

How? Simply by taking the family aboard a modern Pullman, stretching your legs in the privacy of your own quarters, watching the world go by.

Man, this is something. No stopping, to waste miles, for eating or sleeping. Appetizing food in variety to suit even a fussy stomach. And special menus for the youngsters.

There's your club car for a bit of relaxation and companionship, if you want it.

And when bedtime comes, there's the privacy of your own room at home, with beds and linens just as snow-white... air-conditioned to suit your own desires... and

smooth, sweet sleep while you speed to your vacation spot.

Vacation did we say? It starts the moment you step aboard. *You* feel it. *Mother* feels it. The youngsters are thrilled. And the Pullman crew, the world's finest travel caretakers will see to it that this is the finest, most relaxing vacation you've ever had.

Come on aboard. We're expecting you. And we'll do our level best to make your family comfortable. *You* know they'll be *safe*, because Pullman is the world's safest, surest form of fast travel.

This year, when you plan your vacation, let your Pullman Ticket Agent tell you how little it costs to enjoy this family way of *safe* travel. Let him show you why Pullman travel is truly one of the good things of life every American family should enjoy.

**YOU'RE SAFE AND SURE
...WHEN YOU TRAVEL BY**

Pullman

... COSTS LESS THAN YOU THINK!



© 1955, The Pullman Company

**YOUR LOCAL TICKET AGENT
WILL HELP YOU THESE 5 WAYS**

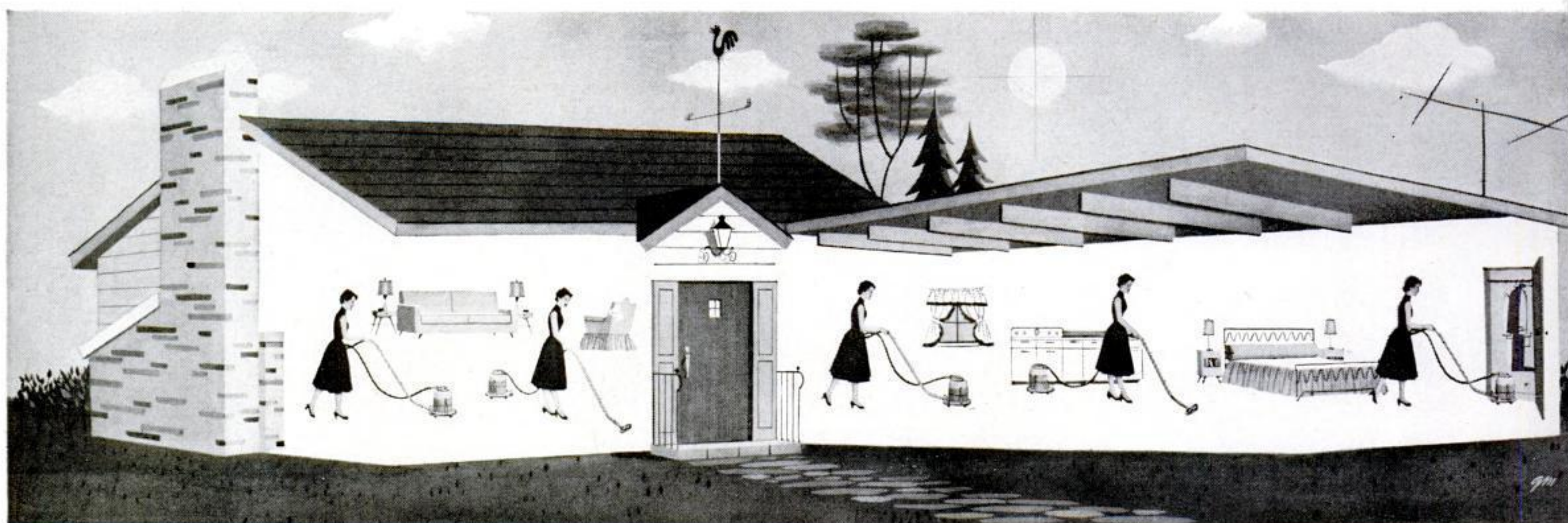
1. Provide information on routes, schedules, Pullman accommodations and fares.
2. Make your Pullman reservations, going and returning.
3. Furnish your rail and Pullman tickets.
4. Assist you in planning stop-overs and side-trips.
5. Have a "rent-a-car" reserved for you at your destination, if you wish.

This One



80B9-TKE-P6WL

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New easy way to clean a whole house

NEW Roll-around Cleaner

only **\$69⁹⁵*** COMPLETE

*Manufacturer's Fair Trade or suggested retail price. Complete with caddy and full set of attachments.

The new G-E Roll-around Cleaner is mounted on smooth-running wheels. You can roll it effortlessly all through the house. And it's light in weight—easy to take up and down stairs.

It's always ready for action! With its new 2-in-1 floor and rug cleaning unit attached, you're ready to clean rugs, carpets and floors (and that's 85% of the cleaning you do)! And it's so versatile! There's an attachment for every cleaning purpose.

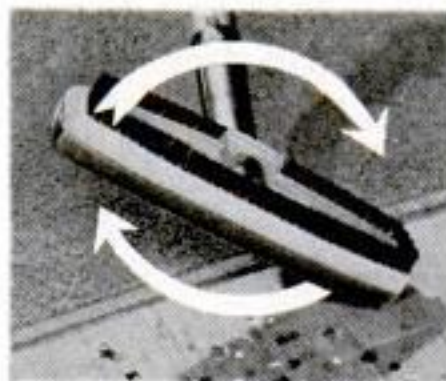
See the new Roll-around Cleaner at your G-E dealer's soon. General Electric Company, Small Appliance Division, Bridgeport 2, Connecticut.

Famous G-E Swivel-top for "Reach-easy" cleaning!

You can do two cleaning jobs easily with one attachment!



IT CLEANS RUGS!



LIFT, IT TURNS ITSELF OVER!



IT CLEANS FLOORS!

You clean your rugs with a powerful tool that gets up even "deep-below-the-nap" dirt. Then, lift the light-weight wand . . . the attachment turns

itself over and . . . you clean your floors with a powerful tool that gets up even "deep-in-the-cracks" dirt! Only General Electric has it!

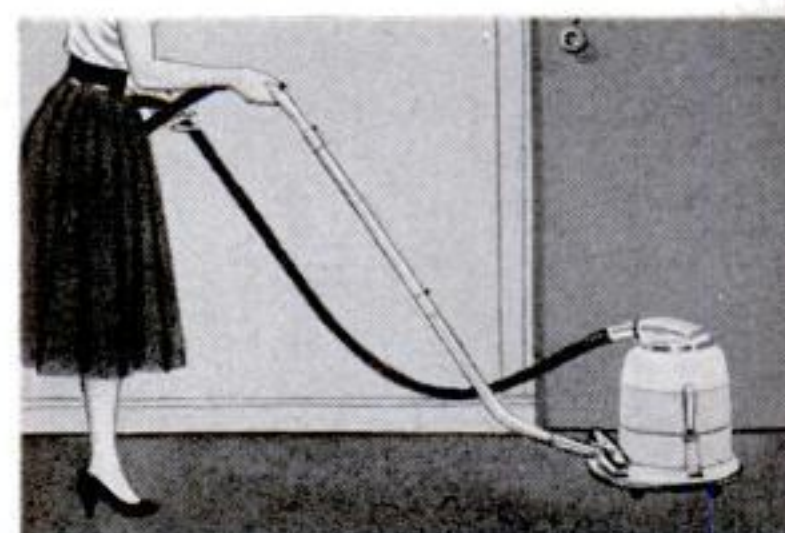
It's the most beautiful cleaner in the world . . . color styled by Freda Diamond.

Progress Is Our Most Important Product

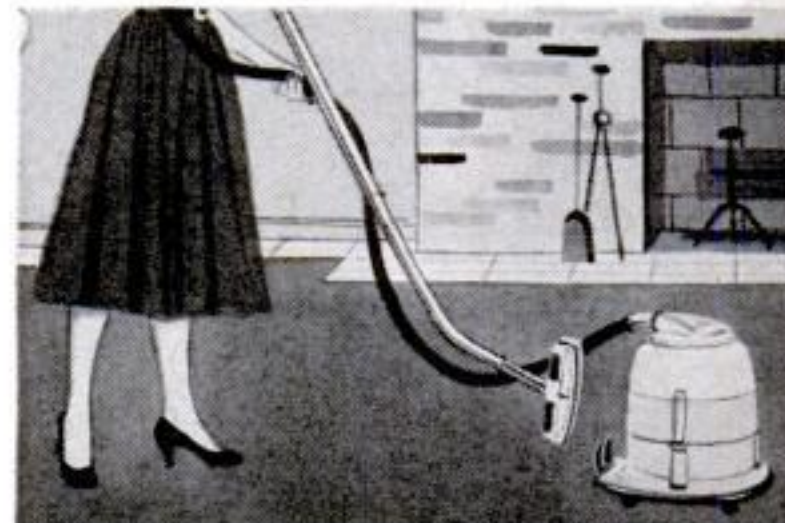
GENERAL  ELECTRIC



1. Stores easily—this new cleaner fits compactly into any corner or closet. Completely assembled—it's ready for action. Just roll it out . . .



2. Rolls easily—glides from room to room, over scatter rugs and door sills. Cleaning wand acts as a convenient steering handle. And it . . .



3. Cleans easily—lift the cleaning unit from the built-in carrying cradle—clean rugs, carpets and floors without even changing attachments.



Red . . . Racy . . . and Irresistible!

Slightly Scarlet

by **CUTEX**

NEW! A dazzling, stormy-sweet shade of scarlet

. . . as daring as it is adorable. This is the reddest,
romanciest color that ever flirted at lips and fingertips.

The kind of color that instantly separates the
sirens from the sissies! Don't wait till tomorrow —

try that Slightly Scarlet touch today!



CUTEX DIAMOND NAIL POLISH...Made with Enamelon! Absolutely defies chipping—wears days longer! 25¢
CUTEX LIPSTICK...contains Super-Lanolin to keep lips soft as silk. Stays on even after a kiss! 59¢
24K GOLD-PLATED \$1 LIPSTICK with Diamond Polish, in attractive cigarette case. \$1.25 value for \$1.10. Prices plus tax.



Scarlet Thunderbird by Ford. Fabric in the "Slightly Scarlet" design by Springs Mills. Dress inspired by Carolyn Schnurer. Shoes by Buskens. Hair style by Mr. Mack of Denver.

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SPRINGTIME BY CYPRESS GARDENS

SHARKSKIN DRESS BY GALANO



FOUR-DOOR RIVIERA BY BUICK

Body by Fisher

who continuously introduce such exclusive style advances as
General Motors cars.

this newest version of the famous "hardtop" in

CHEVROLET PONTIAC OLDSMOBILE BUICK CADILLAC

Textured crepe of 100% Du Pont Acetate. Orange or lilac on white. Sizes 10-16. About \$18. At stores listed, or write Carol Craig, 501 7th Ave., New York 18, N. Y.

This Carol Craig dress available at:

Akron.....The M. O'Neil Co.
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Asheville.....Bon Marché
Atlanta.....Davison's
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Canton.....Stern & Mann Co.
Cedar Rapids.....Killian Co.
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Cincinnati.....H. & S. Pogue
Cleveland.....The Higbee Co.
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Dallas.....A. Harris & Co.
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Dayton.....The Rike Kurler Co.
Decatur.....Newman's
Denver.....Fashion Bar, Inc.
Des Moines.....Newman's
Detroit.....Crowley, Milner Co.
Durham.....Belk-Leggett
Elgin.....Spiess Co.
Elizabeth.....Levy Bros.
Elmira.....Rosenbaum's
El Paso.....Popular Dry Goods Co.
Evansville.....Leo Scheer Co.
Fall River.....Cherry & Webb
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Grand Rapids.....Herpolsheimer Co.
Greensboro, N. C.....Belk's Dept. Store
Hartford.....G. Fox & Co.
Indianapolis.....The Wm. H. Block Co.
Johnstown.....Glosser Bros.
Kankakee.....Fair Stores Co.
Kansas City.....Macy's
Knoxville.....Miller's, Inc.
Lansing.....F. N. Arbaugh Co.
Lima.....R. T. Gregg & Co.
Little Rock.....Pfeifer Bros.
Long Beach.....Buffum's
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Lowell, Mass.....Cherry & Webb
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Utica.....Boston Store
Waco.....Sachs Specialty Co.
Washington, D. C.....The Hecht Co.
Waterbury.....Jones Morgan Co.
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Williamsport.....Brozman's
Wilmington, Del.....Braunstein's
York.....P. Wiest's Sons
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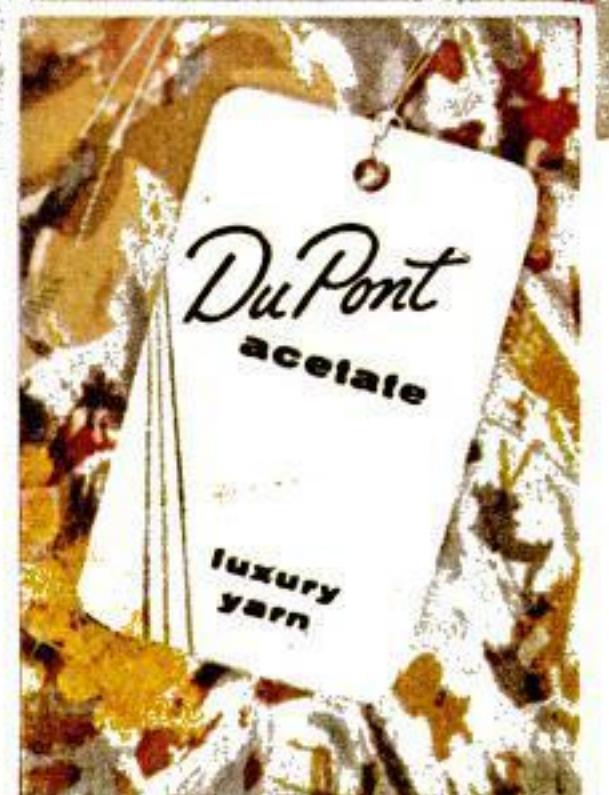


HAT BY MR. JOHN

Du Pont Acetate inspires...

THIS LOOK OF ELEGANCE

For summer's most important moments... the new elegancies of Du Pont Acetate. Filmy organdy, impeccable sharkskin, cool jersey, lightweight crepe... that *feel* as heavenly as they look. Their colors are stroked with imagination; their textures woven with enchantment. You'll find this summer's most sparkling fashions... identified by the Du Pont Acetate tag of beauty.

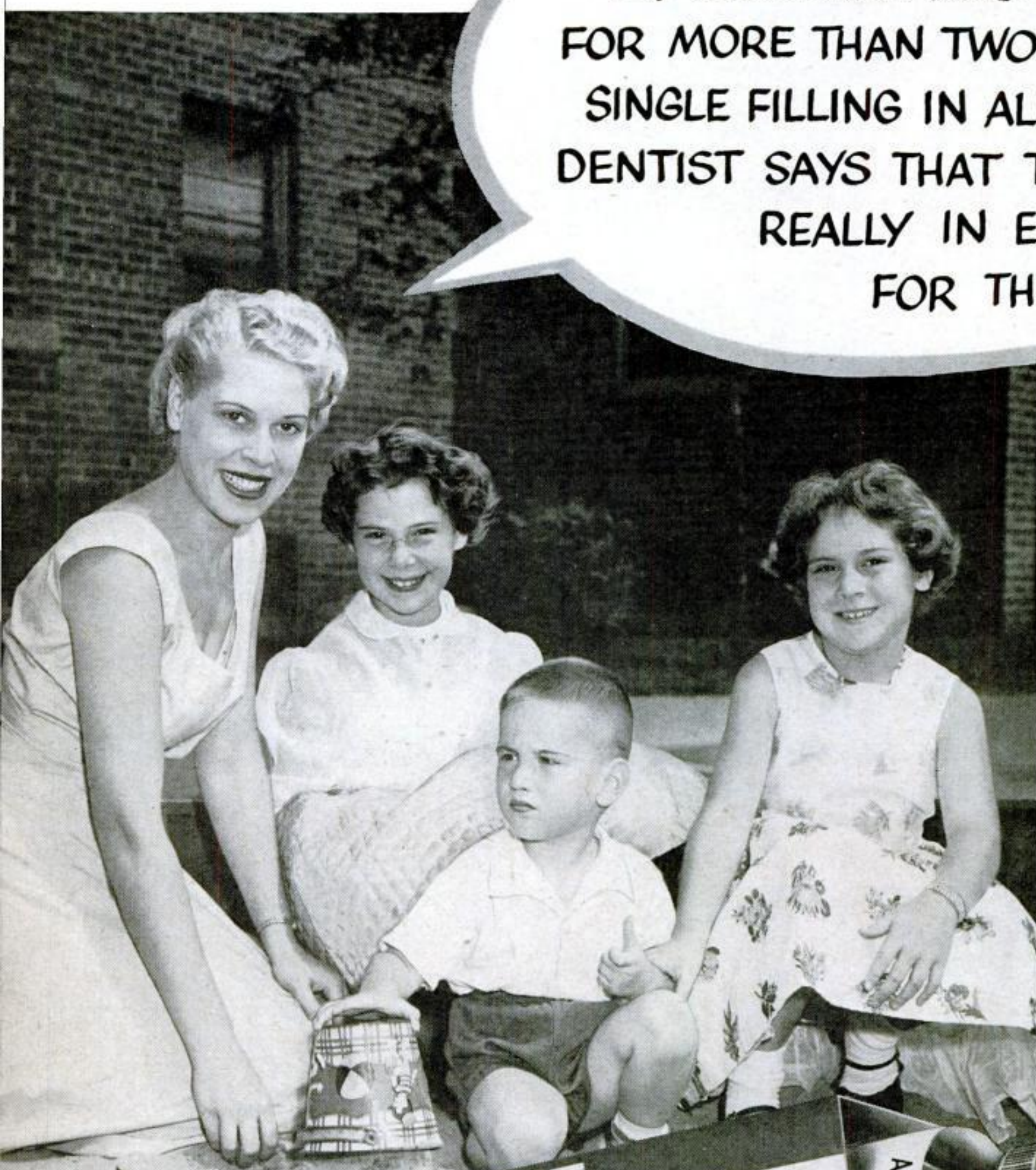


BETTER THINGS FOR BETTER LIVING
... THROUGH CHEMISTRY

"Not a single cavity in over 2 years"

... thanks to ANTIZYME, the first continuous-action anti-enzyme tooth paste

"MY CHILDREN AND I HAVE BEEN USING ANTIZYME FOR MORE THAN TWO YEARS. I HAVEN'T NEEDED A SINGLE FILLING IN ALL THAT TIME, AND OUR DENTIST SAYS THAT THE CHILDREN'S TEETH ARE REALLY IN EXCELLENT CONDITION FOR THE FIRST TIME."



Mrs. Wilma Burd and Children
2120 Farragut, Chicago, Illinois

Actual, living proof!...this new, completely different kind of tooth paste really stopped decay!

HERE'S WHY...

- 1. No other type of tooth paste**—regular, ammoniated or chlorophyll—protects for more than ½ hour.
- 2. Each brushing protects 12-24 hours!**
Now, Antizyme, the first continuous-action anti-enzyme tooth paste, *stops the major cause of tooth decay* 12 to 24 hours with each brushing. This has been proved for 9 out of every 10 people tested.

... STOPS THE MAJOR CAUSE OF TOOTH DECAY EVERY MINUTE OF EVERY DAY

LISTERINE
Antizyme
THE CONTINUOUS ACTION TOOTH PASTE

EVIDENCE like Mrs. Burd's is coming in every day. People, young and old, from all parts of the country report "no cavities" since they first started using Listerine Antizyme Tooth Paste—6 months, 12 months, or 2 years ago! Antizyme is the great new scientific development you read about in Reader's Digest, The Saturday Evening Post, and other magazines.

Reducing bacteria is **NOT** the answer

Dentists have known for years that most tooth decay is started by a kind of chain reaction:



Bacteria (always present in everybody's mouth) produce enzymes that attack sugars and can form the decay acids that cause cavities.

No tooth paste can get rid of bacteria in your mouth for more than a few minutes at a time.



Only at the "enzyme" stage has it been proven that you can stop this chain reaction that so often leads to tooth decay.

"Take it from me..."

FLOR-EVER CLEANS FASTER AND EASIER

**New vinyl floor
cuts maintenance
costs (hailed by
housewives, too)**

Floors that take a lot of costly time to clean—and then don't sparkle anyway—are plain old fashioned (and so bad for business).

Flor-Ever, the first name in vinyl flooring, is the modern floor for everywhere—store, office, institution and, of course, your home.

Dirt and grime come off Flor-Ever faster because they "grip" less on this *extra-smooth* vinyl. That *smoothness*, you know, is one of vinyl's big advantages. But there are many, many more "pluses" for Flor-Ever.

Flor-Ever vinyl floors can't be harmed by any ordinary food greases or store dirt.

Flor-Ever is vinyl-bright . . . a light waxing gives a beautiful, lasting luster.

Flor-Ever sets new wear standards. For example: the Universal grade will outwear *any* non-vinyl floor covering . . . Flor-Ever Standard outwears non-vinyl floor coverings of equal and even greater thickness.

And all Flor-Evers are supreme for brilliant, decorator coloring. They're vinyl-lustrous and *beautiful*! These remarkable colors do wonderful, wonderful things to interiors.

For smart business—and smartness in your home—install Flor-Ever.



By the Yard - By the Tile

Flor-Ever®

America's biggest selling
VINYL
FLOORING and COUNTER TOP



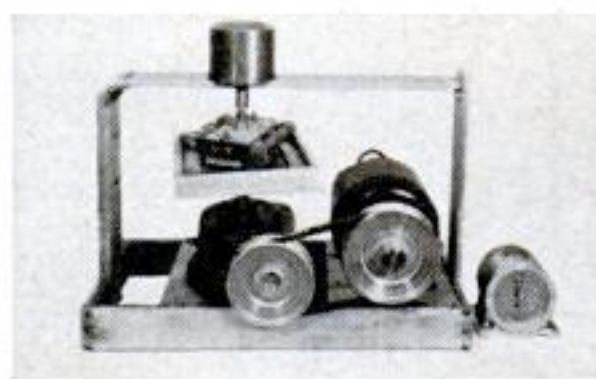
DIRT AND GRIME CAN'T HARM

No vegetable, animal or mineral fat, oil or grease—no usual store traffic can harm or soften any Flor-Ever—neither the Standard, the Vinyltone, the Vinyl Asbestos, the Universal.



VINYL LUSTER IS BUILT IN

Flor-Ever, in any of its forms, is *naturally* lustrous; it's vinyl! The sparkle of its power-polished surface lasts longer and light waxing speedily increases its gloss.



SETS NEW WEAR STANDARDS

Flor-Ever, in each price and use range, outwears non-vinyl floor coverings of even greater thickness. On this grinding machine Flor-Ever Standard has withstood as much abrasion as floorings 50% thicker.



FOR MATCHING COUNTER TOPS

Now—matching your floor—Flor-Ever Standard for counters . . . all of Flor-Ever's grand easy-to-clean features . . . and so flexible it is run right up the back splashboard (no mess-catching seams anywhere).

AT HOME
basement to attic

AT WORK
store or office

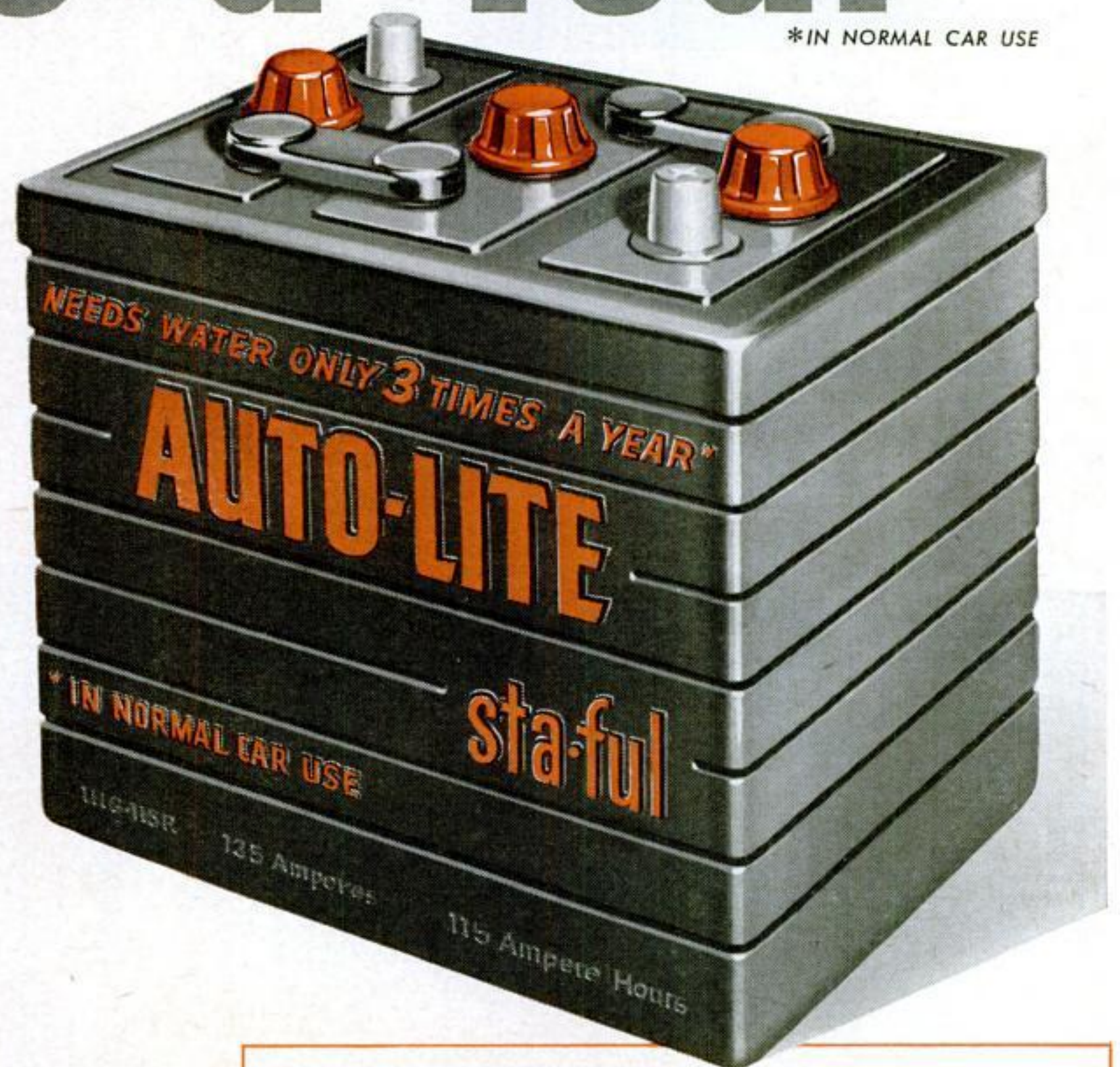
ANYWHERE
over wood or concrete
above or below grade

Sloane—Delaware, Trenton, N. J....Flor-Ever vinyl...linoleum...cork...enameled floorings

Needs Water Only 3 Times a Year*

*IN NORMAL CAR USE

Lasts Longer Too!



You're always off to a good start with an Auto-Lite "Sta-ful"!

Wherever you drive, in any season, you can be sure of quick, trouble-free starts with an Auto-Lite "Sta-ful" battery.

The "Sta-ful" stays stronger longer than any ordinary battery because of its special construction. Its extra large liquid reserve (3 times as much as batteries without "Sta-ful" features) keeps "Sta-ful" plates fully covered and protected . . . keeps power at its peak. Get the full story on the Auto-Lite "Sta-ful" battery —the battery that needs water only 3 times a year in normal car use and lasts longer, too. See your Auto-Lite Battery dealer today.

Here's the reason . . . Auto-Lite "Sta-ful" has more than 3 times the liquid reserve of ordinary batteries . . .

Liquid reserve of Auto-Lite "Sta-ful" is over 14 oz.

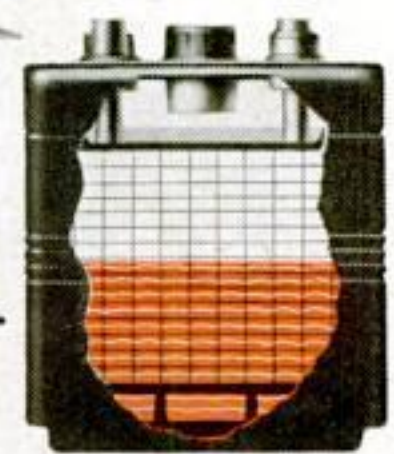


Liquid reserve of ordinary batteries is less than 4 oz.



Auto-Lite "Sta-ful" plates are fully covered and active

**AFTER EQUAL
EVAPORATION
THIS HAPPENS...**



Ordinary battery plates are exposed and partially inactive

Fibre-glass insulation helps keep power-producing material in plates, assures longer life.

AUTO-LITE

MANUFACTURERS OF BATTERIES, SPARK PLUGS, WIRE AND CABLE, SEALED BEAM UNITS, AND ELECTRICAL SYSTEMS

HOW ONE MAN'S HOME, FAMILY, AND FUTURE
ARE BETTER PROTECTED WITH

Equitable's Living Insurance

An excellent example of *Living Insurance* is Equitable's new "economy-size" package. It offers \$10,000 or more protection at a new low cost!

Living Insurance means benefits for the living. Benefits for the policyholder while he lives. If he dies, benefits for the family that lives on after him.

An outstanding example of *Living Insurance* is Equitable's Adjustable Whole-Life Policy. It comes in a special "economy-size" package of \$10,000 or more. This makes possible premiums that are lower than before.

The word "adjustable" in this policy means that it gives you many valuable "change-over" options later in life. Most people's insurance needs change as they grow older. This policy can be adjusted to meet these changes—at a special low rate.

To families that need — but think they

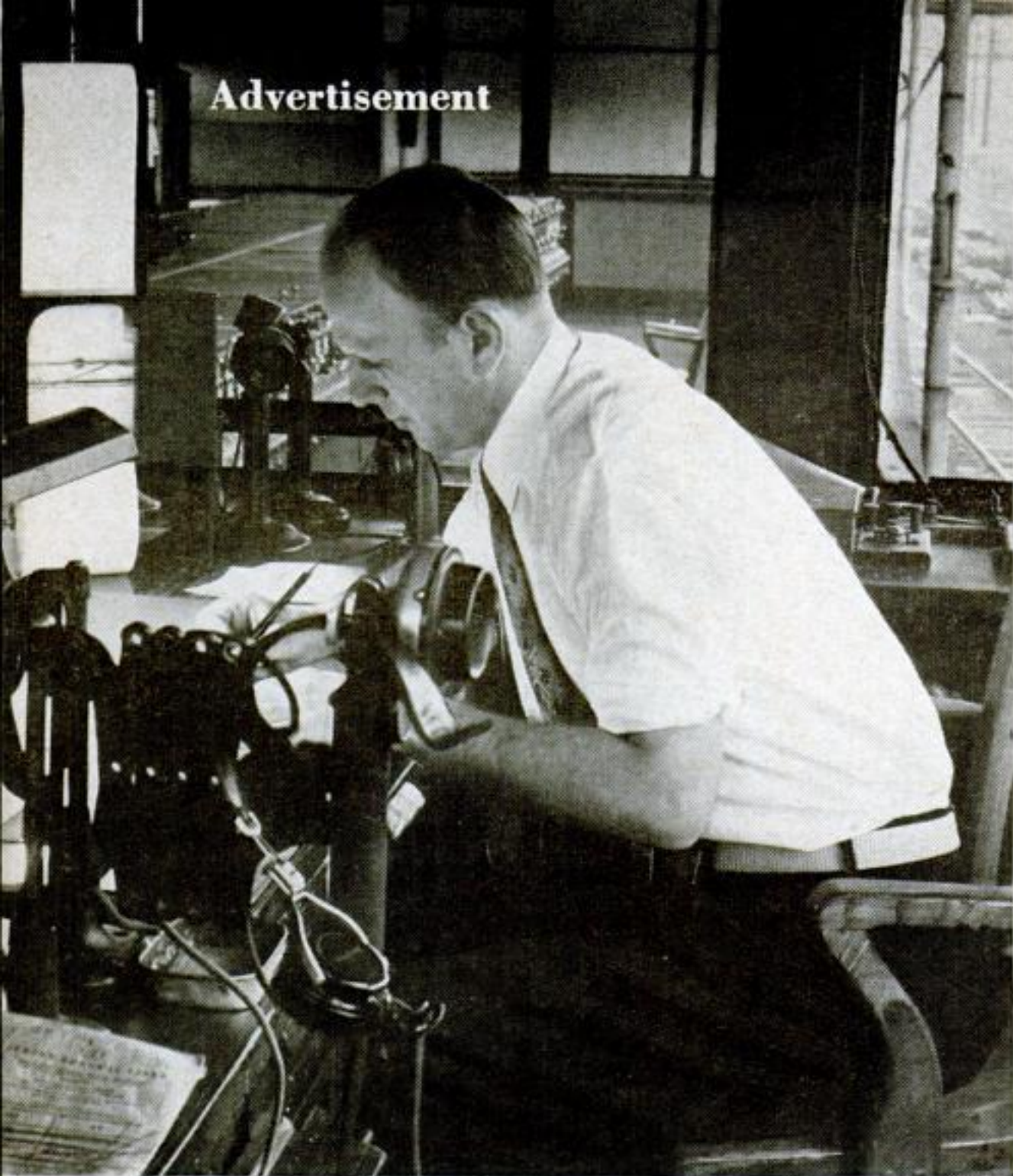
can't afford — more insurance, this new policy offers additional protection at low cost. For millions of young families it is an ideal way to get started on a lifetime program of *Living Insurance*.

Such a *Living Insurance* program can help you and your family reach goals like these: assured college education for your children; a home free and clear of any mortgage whether you live or die; funds for emergency loans; and retirement income for yourself.

The Man from Equitable will tell you how Equitable Policies can help you do these things. He will help you plan a sensible program of *Living Insurance* that is *well within your reach*.

See the Man from Equitable — TODAY.

The Equitable Life Assurance Society of the U. S. Home Office: 393 Seventh Avenue, New York 1, N. Y.



RAILROAD MAN. Joe is a towerman; his job is to see that everything runs smoothly in the maze of tracks beneath his tower. Joe likes "working on the railroad." He likes the railroad's group life insurance with Equitable that protects his wife and children.

FAMILY MEAL. Joe believes in providing for more than just three good meals a day for his family. Recently he has protected them with a new \$10,000 *Living Insurance* Policy — an Equitable "economy-size" package he bought at a special low premium rate.





DADDY'S TREAT. Joe likes to be with his youngsters. He is a thoughtful father—and farsighted. He has already made sure that, even if he dies, his children will go to college. How? Through the 10-year Educational Endowment the Man from Equitable suggested a few years ago!



RELAXING WITH A HOBBY. Someday Joe will be able to spend more time with his hobbies . . . His new low-cost Equitable Adjustable Whole-Life Policy for \$10,000 is building substantial cash values for his future retirement.



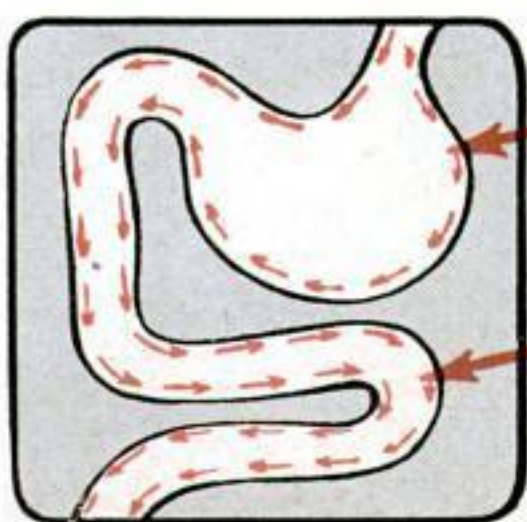
OFF TO BED. Anne lets Joe put the three children to bed. The youngsters see their father as a symbol of fun — and protection. In the years to come Joe knows that his Equitable *Living Insurance* will help justify their faith in him.



Stomach **UPSET?**

Indigestion? Nausea? Diarrhea?

**Hospital Tests prove Pepto-Bismol works
where Soda and Alkalizers fail!**



1. Pepto-Bismol helps soothe in the stomach...where overdoses of soda and alkalizers may actually prolong the upset!

2. Pepto-Bismol also helps calm distress in the intestinal tract... where soda and alkalizers never help!

Pepto-Bismol's special medicinal formula soothes both the irritated stomach and intestinal walls with a gentle coating action. It helps retard gas formation; calm heartburn, nausea. Hospital tests also prove it controls simple diarrhea—without constipating. No wonder Pepto-Bismol is America's leading family remedy for upset stomach!

P.S. MOTHERS! Pepto-Bismol is effective, mild, safe for children, too. They love its wonderful flavor!



A NORWICH PRODUCT

Take Hospital Tested

Pepto-Bismol®

...and feel good again!



LETTERS TO THE EDITORS

AMERICA'S ARTS AND SKILLS

Sirs:

What a magnificent start you have made on your new series, "America's Arts and Skills" (LIFE, April 18). The essay is a rich illustration of the beauty which our forebears wove into the patterns of an often rigorous life.

FREDERICK L. RATH JR.
Director

National Trust for Historic
Preservation
Washington, D.C.

Sirs:

May I congratulate LIFE on Part I of "America's Arts and Skills." Your superb pictures and straightforward story will, I firmly believe, effect the greatest movement toward an understanding of American history and tradition.

CHARLES F. MONTGOMERY
The Henry Francis Du Pont
Winterthur Museum
Winterthur, Del.

Sirs:

Your excellent article on American arts and skills contains some minor mistakes. The tool is an auger, not an augur which is a person who is supposed to foretell events. Walnut for gunstocks is modern usage. The stocks of early guns were made of maple, usually curly maple. Ax helms were made of hickory, not ash. Ash, not hickory, was used for splints in all early baskets. Hickory was only used later—around 1800.

ARTHUR COLLANI

Riegelsville, Pa.

• LIFE should have spelled it "auger" and should have said hickory ax handles and ash splints. But 17th Century gunstocks were often of walnut. Maple was 18th Century.—ED.

PHEASANT'S POINTED REPLY

Sirs:

Many thanks for the picture of Jim Deren and the unfriendly pheasant ("Pheasant's Pointed Reply," LIFE, April 18). Here is a photograph taken in the same cornfield which should clear up any misapprehensions as to Deren's marksmanship. This pheasant didn't shoot back. You can see the arrow in his breast as he plummets to earth.

EDWARD J. PFIZENMAIER JR.
New York, N.Y.



DEREN DOWNING PHEASANT

A SOLDIER'S REPORT

Sirs:

Gen. Van Fleet's report ("A Soldier's Report," "Defend Quemoy and Matsus," LIFE, April 18) presents not one good reason to justify our involvement in war to defend islands which are legally a part of the Chinese

mainland. To project ourselves into war on Chinese soil would be a shameful breach of international law that would turn both neutral and friendly Asian peoples against us.

C. EDWIN HILL

Seattle, Wash.

Sirs:

The article by General Van Fleet was splendid. Thank God there is still a man in this day and age with courage and common sense.

ELLEN KRAMER

Fayetteville, Ark.

BIGGEST NIGHT FOR OSCAR

Sirs:

Congratulations for the double truck "Oscar" color a fortnight after the big event ("The Biggest Night for Oscar," LIFE, April 18). But LIFE slipped in calling Cornell Borchers "starlet." The beautiful, tall, blond actress has 19 foreign films under her belt, and for her role in *The Divided Heart* she won Britain's "Oscar" only 20 days before his big American cousin was presented. She's a star.

JACK DIAMOND

Universal-International Pictures
Universal City, Calif.



MISS BORCHERS' BRITISH "OSCAR"

OUT OF HEARTBREAK A HOME

Sirs:

Many thanks to William Brinkley for his story of a wonderful woman ("Out of Heartbreak a Home," LIFE, April 18).

As a young housewife with two healthy boys, I often fall short in my duties. This story was so touching that I just sat and cried.

MRS. ARTHUR L. RUNYAN
Sioux Falls, S.D.

Sirs:

In her humbler way Mrs. Georgia Bowen is bringing Christ down to earth and living his teachings.

MARGARET KRIEGER
Huntington, W. Va.

Sirs:

I nominate Georgia Bowen Mother of the Year.

ANNE HUTCHINS

Ashtabula, Ohio

LOOK AT WORLD'S WEEK

Sirs:

The Chicago Board of Election Commissioners takes exception to your article, "Chicago Politics Makes Strange Boothfellows" (LIFE, April 18). The law provides—"In case any voter after entering the voting machine booth shall ask for further instructions concerning the manner of voting, two judges of opposite political

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THE 70-DL



TO DOCUMENT HISTORY, atomic developments must be recorded with accuracy. That's why you'll see Bell & Howell on the job at Yucca Flat tests and other frontiers of atomic science.

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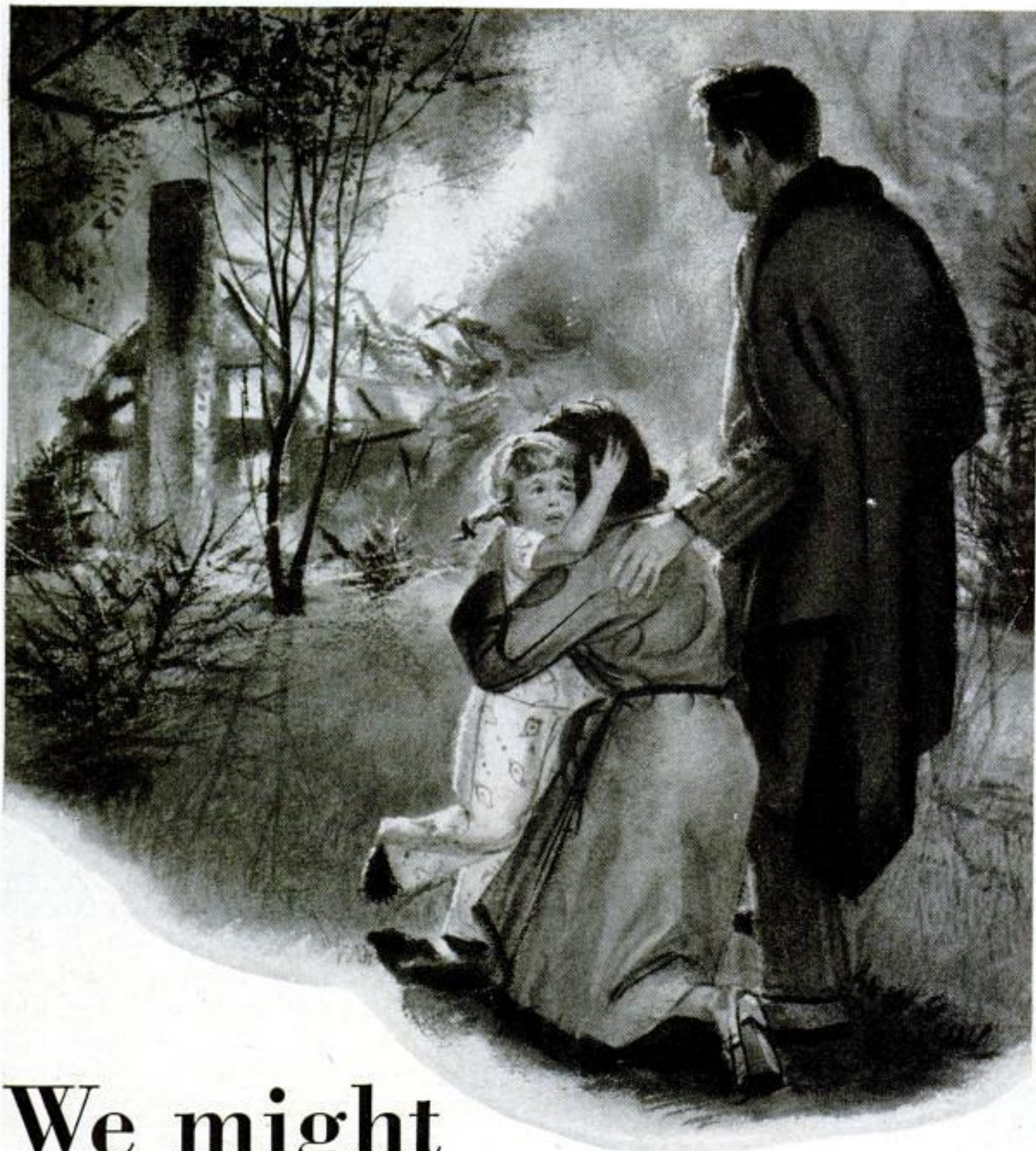


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THE 220



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experience leads to **Bell & Howell**



We might have lost everything

(Based on Company File #NW 54-1977)

I sat straight up in bed. What was that loud noise I'd heard? Like an explosion. *Right in the house.*

Connie had heard it, too. We both jumped up at the same time. There was a bright orange glow in the hall. And smoke!

Our first thought was to reach little Betty's room. And then to get outside—fast!

We just made it. The whole house was ablaze by the time the three of us were safely in the yard...

Lucky? I'll say. We came mighty close to losing our lives. As for what the fire destroyed, we were able to replace it all. Our house. Our furniture. Our clothing and other possessions. Even my new photographic equipment.

My policies with the Hartford Fire Insurance Company made it all possible. And am I grateful to my Hartford Agent! He has always seen to it that my coverage is what it should be.

How long is it since you've had your insurance protection looked over by an expert?

Remember, your house is probably worth more today than it was when you insured it. And you may have new furniture, workshop equipment, appliances and other belongings that you didn't have before.

If all these things aren't insured for what they're worth, you're taking a chance. *A dangerous chance.*

Better call your Hartford Fire Insurance Company Agent or your insurance broker now. Have him bring your protection up to date!

Year in and year out you'll do well with the

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Twin City Fire Insurance Company . . . Minneapolis 2, Minnesota

LETTERS TO THE EDITORS

CONTINUED

parties shall give such instruction to him." If you have proof of any violation you are derelict in not having called this to the attention of the Board of Election Commissioners.

SIDNEY T. HOLZMAN
Chairman

Board of Election Commissioners
Chicago, Ill.

• It is not illegal to instruct a voter in a booth but it is illegal to instruct him behind closed booth curtains which was the case in the incident LIFE showed.—ED.

FEUDAL FRACAS IN VIETNAM

Sirs:

Concerning your story on Vietnam, "A Feudal Fracas in Vietnam" (LIFE, April 18), could you please explain why the Cao Dai sect worships Victor Hugo?

NORMAN RAVITCH
Queens Village, N.Y.

• Caodaists worship Victor Hugo as a great humanitarian who voiced their god's message of brotherhood. The mural (below) in a Cao Dai temple shows Hugo with halo writing, "God and Humanity, Love and Justice."—ED.



CAO DAI MURAL OF HUGO

A REAL-LIFE 'MEDIC'

Sirs:

It is regrettable that certain medical groups will from time to time deceive themselves into thinking that putting on public exhibitions of grisly surgical procedures, such as a lung cancer operation ("A Real-Life 'Medic,'" LIFE, April 18), is all for the layman's good. What did viewers of the "medical drama" derive from the close-up view

CONTINUED ON PAGE 19

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Saves Space—
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It's completely
automatic—washes a full
family-size load!

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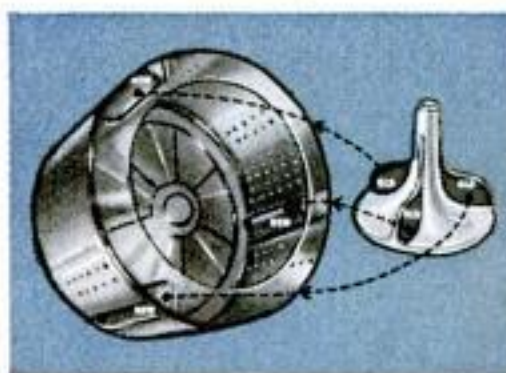
Betty Furness introduces
New Westinghouse Space-Saving Laundromat 25
 with the New Way to Wash

There's no old-fashioned, center-post agitator in this smart new, space-saving, fully automatic Laundromat® 25 that features the famous Patented Westinghouse New Way to Wash. This compact beauty washes a full family-size load . . . yet fits even the tiniest of kitchens!

New Way to Wash, which is your assurance of cleaner, brighter, 100% uniform washes, is a new principle developed by Westinghouse. Tests showed that conventional agitators gave a harsh, violent action at the center and a lazy, ineffective action at the outside of the tub.

Westinghouse builds the vanes right into the washbasket. As the tub revolves, clothes are flushed in wash water, lifted, turned, tumbled back for another washing. This gentle but thorough action is repeated 64 times a minute!

Available in gay Holiday Colors and sparkling white. Easy budget terms—as low as \$1.99 a week after small down payment.



Easy loading . . . unloading . . . Handy door acts as a shelf for convenient loading and unloading. Ends awkward stooping, bending, and danger of dropping freshly washed clothes.



Under-counter installation . . . if you like. Only 25" wide, it can be easily adapted for handsome permanent installation. Special extension permits control dial to be operated from front.



Tops for doing the complete washday job are America's Favorite Laundry Twins. You can own these matching De Luxe Twins in gleaming white or your choice of new Holiday Colors including radiant two-tone combinations. See them at your dealer's today.

You'll find a sample package of *all* in your new Laundromat 25. *all* is a safe, efficient controlled suds detergent for thorough washing and rinsing. It has been tested and approved by the Westinghouse Home Economics Institute for use in the Laundromat.



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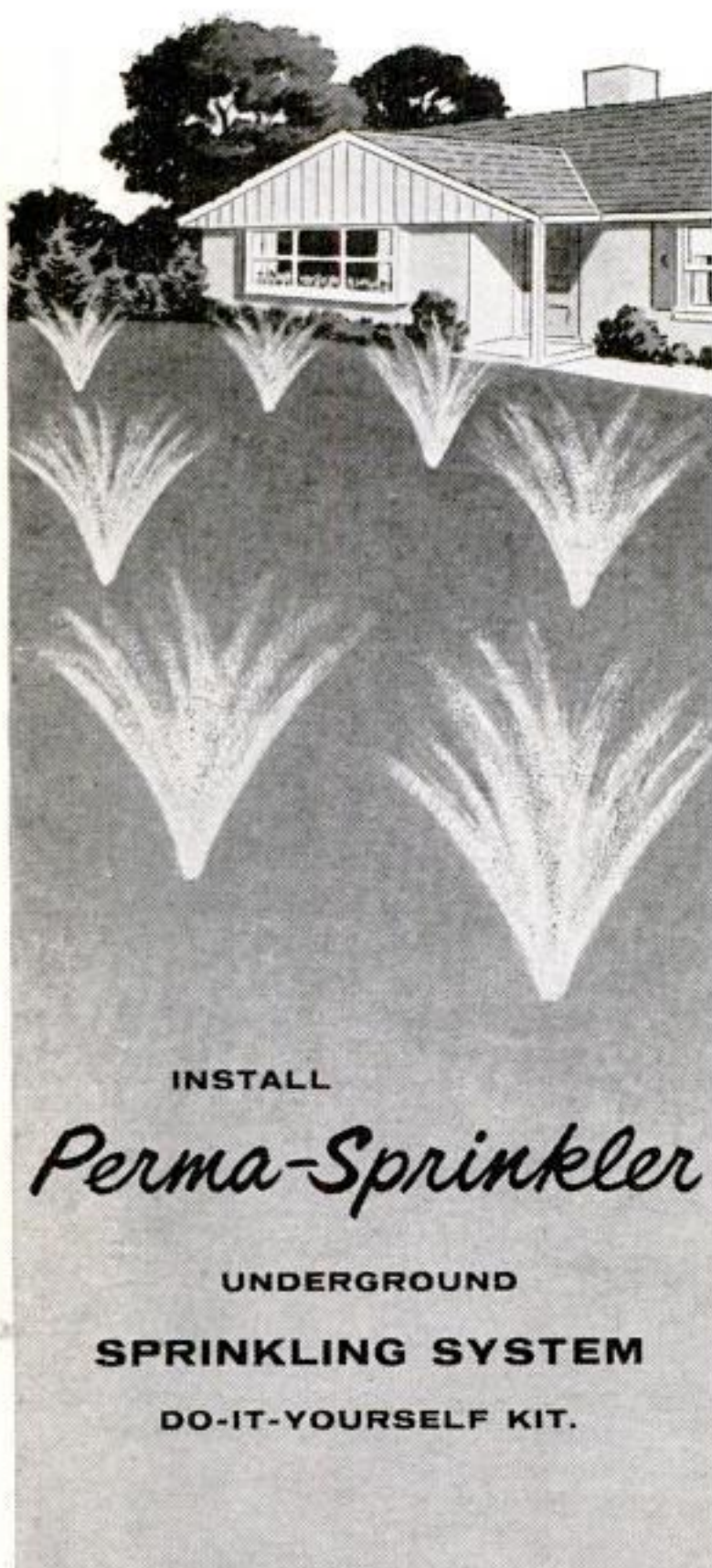


On all important highways

Appetites grow keen on the wide, smooth highways—
 keener still when Howard Johnson's comes in view at
 last. As new highways are built there will be more and

more Howard Johnson's to greet you. Here the food is
 the tastiest and prices just right for all travelers. Bring the
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LETTERS TO THE EDITORS

CONTINUED

of "an excised diseased lobe of a lung" other than the enhancing of old fears of surgery or the development of new ones?

HARRY C. LEAVITT, M.D.
Seattle, Wash.

Sir:

Those two pages you devoted to the operation for removal of a lung cancer will undoubtedly save many lives. The American Cancer Society's Georgia division co-sponsored this program, with the local medical society, to publicize the fact that lung cancer has increased in frequency 150% in the past decade and can be cured 50% of the time if treated in the early stage. It is being cured in only 5% of the cases due to delayed treatment.

ARTHUR L. MONTGOMERY
President

American Cancer Society, Inc.
Georgia Division
Atlanta, Ga.

ROCK 'N ROLL

Sirs:

I am a teen-ager and I see no future in the rock 'n roll dance craze ("Rock 'n Roll," LIFE, April 18). I enjoy dancing and when it comes to a new step I'll try anything. But rock 'n roll is just not dancing.

FREDRIC HIRSCH
New York, N.Y.

Sirs:

I think you need a teen-ager's view on rock 'n roll lyrics. Rock 'n roll records have a good beat for fast dancing. In fact it would be rather difficult to interpret their meaning since the words are mostly slurred over or make little sense.

MARSHA EVENS
Los Angeles, Calif.

Sirs:

Your article, "Rock 'n Roll," roused me. Teen-agers are given a pretty hard time. We're under a lot of strain, going to school, having teachers and studies we hate and can't say so. Maybe parents are cranky and think their children are a combination of the original bottomless pit and the mystery of the ages. Our skin is bad maybe. People who think nobody cares about them at all are not very likely to care very much themselves. I like your magazine a lot so I want to make sure you get the picture.

EMMY KIRSCHBAUM
Elkins Park, Philadelphia, Pa.

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NEW PLAYTEX High Style GIRDLE



The chic lines of Paris—in carefree American comfort—are yours with this newest Playtex Girdle! We call it High Style . . . you'll call it wonderful! World's only girdle to give you all three: miracle-slimming latex outside, cloud-soft fabric inside—and a new non-roll top. Trims you sleekly, leaves you free . . . no matter what your size! The Playtex High Style washes in seconds—and you can practically watch it dry.

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Playtex . . . known everywhere as the girdle in the SLIM tube.



IN RODIN'S GARDEN Edward Steichen in 1909 photographed plaster statue of Balzac silhouetted against the moonlit mists.

IN RODIN'S STUDIO (below) Steichen caught the sculptor in dusky profile, in company of *Victor Hugo* and *The Thinker*.





SPEAKING OF PICTURES



HEAD STUDY by Rodin recaptures Balzac in moment of frowning thought.

Return to a Rodin

STEICHEN TAKES UP AN OLD ASSIGNMENT

In 1900 U.S. Photographer Edward Steichen arrived in Paris, bent on seeing the French sculptor Auguste Rodin. Steichen had read of the controversy raging over Rodin's statue of the 19th Century French novelist Honoré de Balzac and he was anxious to see the work.

At the unveiling of the statue two years before, Paris had erupted in jeers over "this lump of plaster thrown or kicked together by a lunatic." Rodin had withdrawn the sculpture to his garden and it was there Steichen saw it and later photographed it, shadowy and brooding, in the moonlight. Moved by Steichen's results, Rodin said hopefully, "You will make the world understand my Balzac."

This week a bronze cast of Rodin's Balzac was presented to New York's Museum of Modern Art, a gift in memory of the late New York art dealer Curt Valentin, a great admirer of Rodin. On hand to photograph the statue was another old admirer, Edward Steichen, now 76 and director of photography for the museum.



ANOTHER STUDY was modeled after engraved portrait. Rodin never saw writer, who died in 1850.

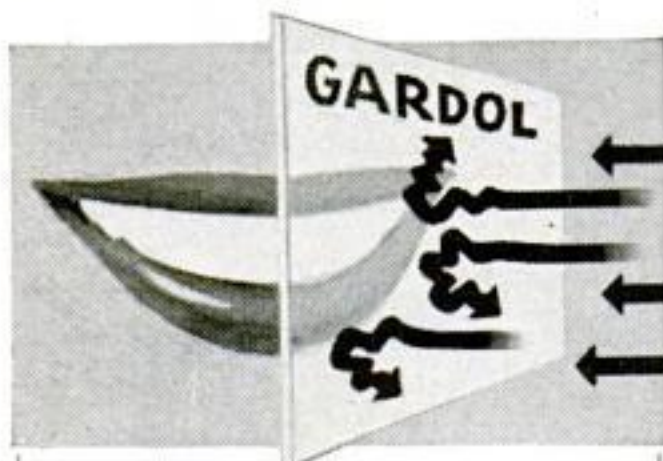
IN MUSEUM'S GARDEN today, Steichen shot 9-foot statue of Balzac, enveloped in dressing gown.



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**ASK YOUR DENTIST HOW
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But remember! Even if you brush only once a day, Colgate Dental Cream gives the *surest* protection all day long! Stops bad breath *instantly* in 7 out of 10 cases that originate in the mouth! Fights tooth decay 12 hours or more! In fact, clinical tests showed the greatest reduction in tooth decay in toothpaste history!



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**Every Time You Use It...New Colgate Dental Cream
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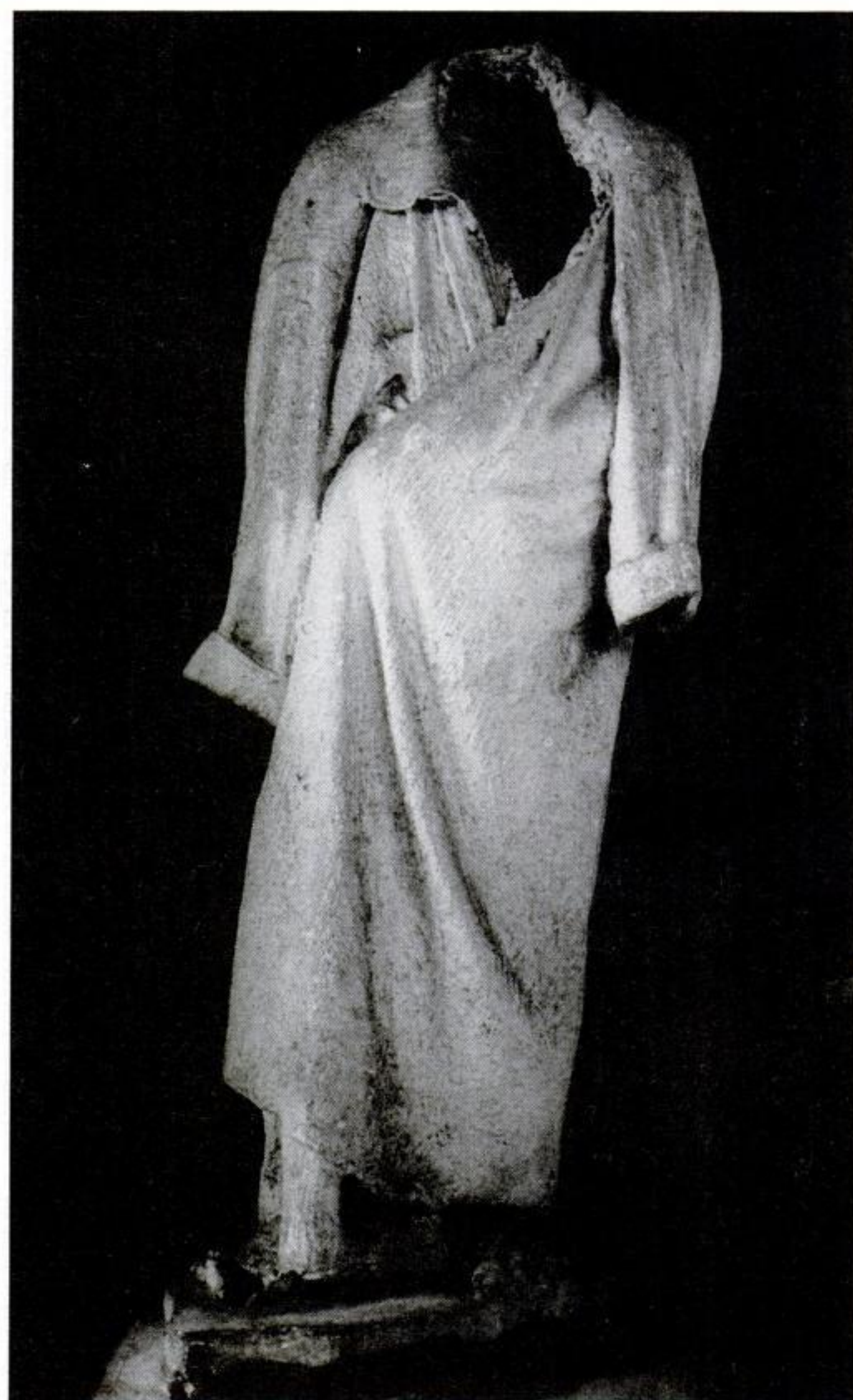
RETURN TO RODIN CONTINUED

FULL NUDE, EMPTY ROBE

NUDE BALZAC is one of a half dozen undraped studies that Rodin made to re-create the hulking physique of Balzac. As models he used husky natives from the writer's own province of Touraine.



A DRESSING GOWN like one Balzac worked in was made in plaster as a guide for final statue. For guidance at earlier stage, Rodin had Balzac's tailor make a suit, cut to exact measurements of writer.





Young lady meets fast talkers

The "fast talkers" she's listening to are those pretty bubbles in the bowl. They're Kellogg's Rice Krispies. They say "Snap! Crackle! Pop!" the moment you pour on milk or cream. It's their way of telling you how crisp and fresh they are - right out of Kellogg's radiant ovens. And we want you to know they're also full of vitamins, minerals and energy generators. Why don't you listen in on the world's only talking cereal tomorrow morning?



"Rice Krispies" is a trade mark (Reg. U. S. Pat. Off.) of the Kellogg Company for its oven-popped rice.

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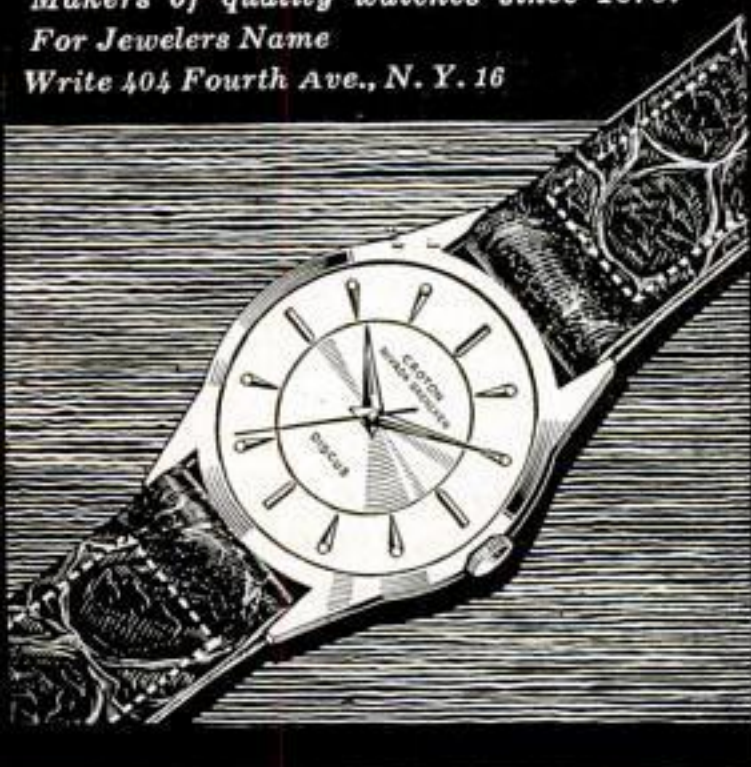
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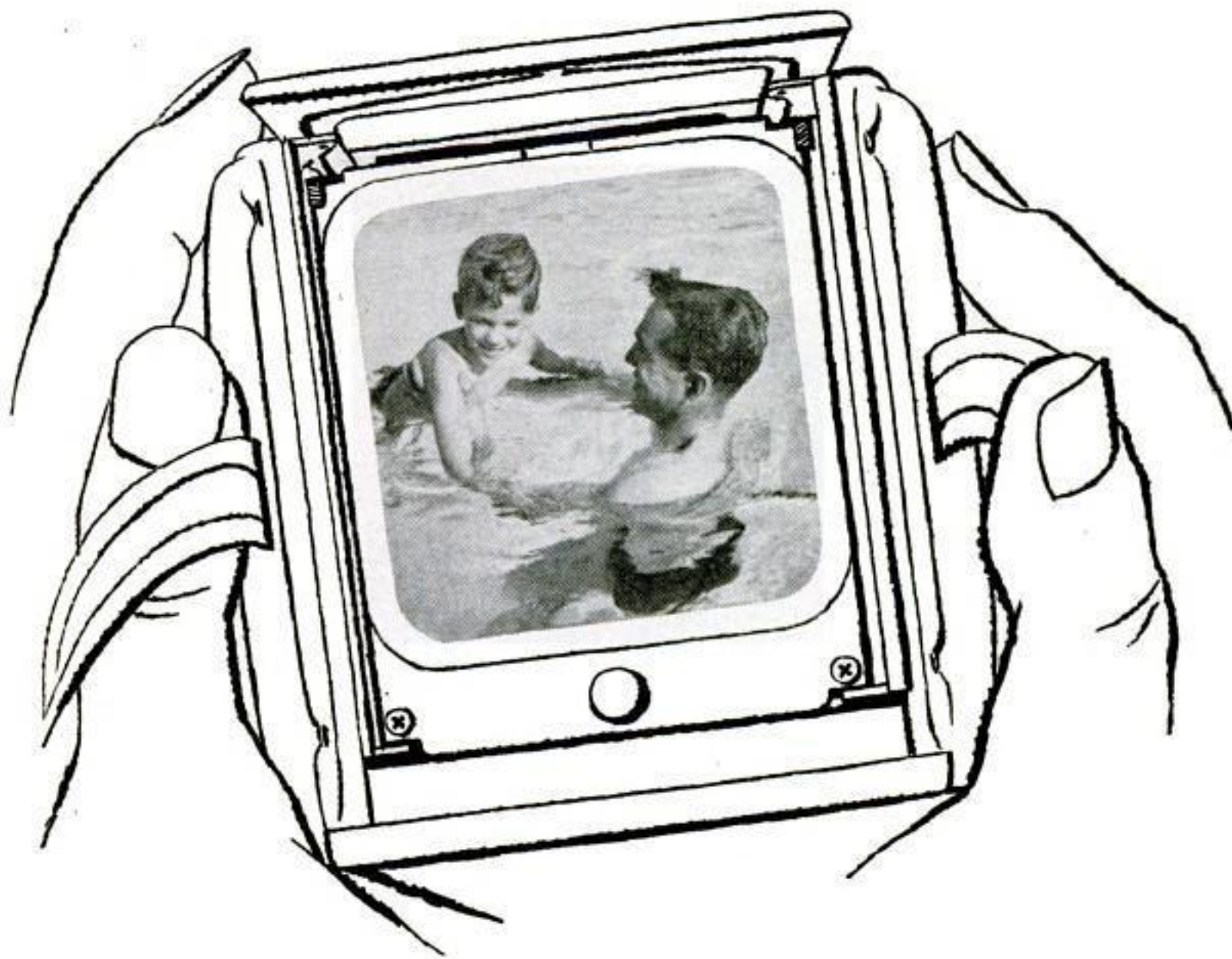
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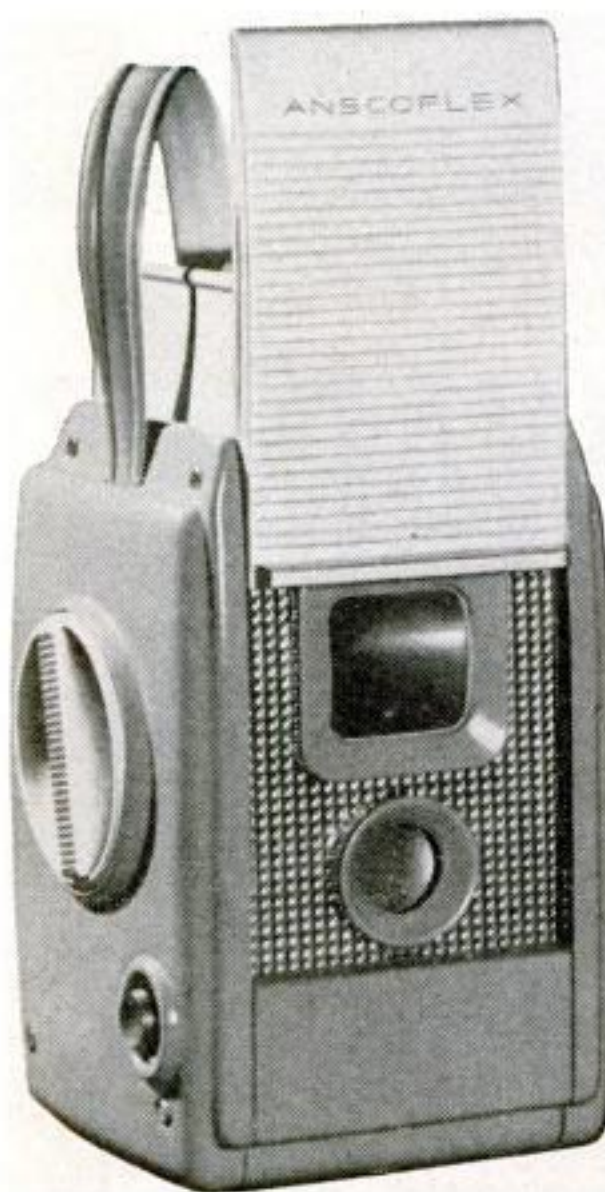
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VICTIM OF STREET FIGHTING RESTS IN BLOOD SOAKED DRESS



CIVIL WAR, THE VIEW OF THOSE

Photographed for LIFE by HOWARD SOCHUREK and FRANCOIS SULLY

For five weeks the faction-riddled state of South Vietnam, struggling to stay out of the Communist orbit, had teetered on the edge of civil war. Last week the war came and the handsome boulevards of Saigon, which the French once prized as the Paris of the Orient, reverberated with the screams of the wounded. As bystanders in Southeast Asia's unhappiest country bled and died, the Communists watched joyfully from the wings, awaiting a chance to take over another country.

The Battle of Saigon was the inevitable outcome of a confused political situation which the American-backed Vietnam premier, Ngo Dinh Diem, could not control, and which the French, who loathe Diem, would not control. Since the last week of March there had been skirmishing (LIFE, April 18) between the regular army of Diem's government and the private army of the Binh Xuyen sect, a blackmailing band of racketeers and river

pirates who controlled the Saigon police. Last week Diem fired the Binh Xuyen police chief and set up a new police headquarters outside the French-controlled area. The Binh Xuyen met this challenge by attacking Diem's palace. The French tried to negotiate a cease-fire but the Binh Xuyen continued to shell the palace and also Diem's new police headquarters (see pp 28-29). Finally Diem threw 2,000 regulars into battle and the French stepped out to watch Diem go down.

The absentee chief of state, Bao Dai, tried to assert his authority from the French Riviera. A pawn of the French, Bao Dai is also hand in glove with the Binh Xuyen, which has long contributed money to support his sybaritic life in Cannes. All in 36 hours, the following happened: Bao Dai summoned Diem to Cannes for "a conference" and ordered him to put an anti-Diem general, one Nguyen Van Vy, in charge of the army.



ONE OF DIEM'S SOLDIERS IS HIT IN BESIEGED POLICE STATION

CAUGHT IN IT

Diem refused. Bao Dai announced that Diem was acting "illegally" and did not represent his people. A hastily-summoned revolutionary council, backing Diem, then announced that Bao Dai was fired. With the Binh Xuyen mercenaries routed in Saigon, Diem appeared to have won.

Then General Vy rebelled and declared himself in supreme command, loyal to Bao Dai. Diem retorted that he was still in control. With army loyalties apparently divided, and the position of two other feudal sects (which also have private armies) unclear, no one could foretell the outcome. But the real sufferers were the sad, fate-tortured Vietnamese, who include 800,000 refugees who are in South Vietnam only because they wanted to escape Communism in the North. On these and the following pages is a picture and text report of what it was like to be in the midst of this battle, which is almost as important to the U.S. as it is remote.



CIVILIAN, HIT BY MORTAR, RESTS NEAR BOULEVARD GALLIENI



OPERATIONAL FOES, Premier Diem and Binh Xuyen General Le Van Vien, had a pre-war parley.



ABSENTEE BAO DAI, who was demoted from emperor to "chief of state," relaxes in his Cannes villa.

'THEY'RE GOING TO HIT... SOONER OR LATER'

by **JOHN MECKLIN**, *TIME-LIFE Correspondent*

The scene as we drove along bullet-torn Gallieni Boulevard at 2:10 Thursday afternoon might have been Madrid 1936, Manila 1942, Paris 1944, Seoul 1951. Only minutes before, the street had been teeming with screeching civilians, the air crackling with rifle and automatic weapons fire. Now, except for an occasional speeding ambulance and some riflemen lurking on the rooftops, it was empty.

At the entrance to the drab government police headquarters a pair of steel-helmeted policemen with Browning automatic rifles eyed Sochurek and me nervously from a concrete sentry block. Inside, the building was crawling with policemen in khaki shirts and shorts, each with a Tommy gun.

Small-arms fire rattled in the street, followed quickly by a sound like strings of firecrackers as a score of rifles and Tommy guns opened up in reply.

Sweating profusely, his camouflaged coveralls open to the waist, a Vietnamese paratroop sergeant rushed upstairs carrying a B.A.R. and barking orders over his shoulder. He set up his weapon at the window in the director's office. The director kept shouting into the telephone. In the next office a jittery policeman fired a Tommy gun burst from the window and the noise ricocheted through the building.

Then, inevitably, came the next act: the sullen, paralyzing crrrump of a mortar shell landing in the courtyard, and then in quick succession, two more. Concussion filled the building with dust and falling plaster. In the short lull that followed, there was the distant staccato "Ai, ai, ai!" of someone who had been hit.

As we ran downstairs for better protection we were staggered by another explosion. In the main hall below, 20 or 30 policemen had thrown themselves on the floor around a couple of wooden benches to escape fragments. An instant later another shell crunched in. Deep red flame spouted from a government weapons carrier parked next to our car at the entrance. Black oily smoke drifted in.

We dived into the group of sweating cops

huddled under the stairs. One of them grinned and mumbled something. I asked what he had said. "He said I was lucky." The irritated voice of a French lieutenant commander, one of the "good offices commissions" scattered through the city to try to prevent fighting penetrated the confusion. He was shouting into the telephone, "*Allô, Allô, donnez moi l'armée Française, donnez moi l'armée Française.*"

The barrage lasted more than an hour, with shells dropping about every two minutes. From fixed positions a couple of blocks away Binh Xuyen troops maintained a steady small-arms fire, mainly against Vietnamese army troops sent to silence them. But they also managed to spray our headquarters pretty often.

In the dark, dusty, indescribably hot well behind the stairs Tran Van Khiem, a Westernized Vietnamese press secretary whose father is ambassador to Washington, engaged in a long conversation with the police sergeant and translated, "He says we are completely encircled and mortars are in preparation before the attack."

At 2:50 there was a lull. Sochurek went upstairs to make pictures of the scene outside. Through the smoke from the burning vehicle in the courtyard you could see sheets of bright red flame leaping from densely packed, sun-dried wooden shacks in a block across the street. A rat scurried down the gutter to escape the heat.

Now the mortars began again. The nearest cover was an office near the entrance, crammed with filing cases and decorated with a portrait of Bao Dai. I wedged myself between a couple of reassuringly solid file cases. A shell struck within a few feet of the building, spattering it with fragments.

Outside in the street a government scout car opened fire against Binh Xuyen positions with a 37-mm cannon. The concussion cracked against the walls as though they had been struck by a giant hammer. Somewhere inside the building a telephone was ringing.

The mortars stopped and firing receded down



WEAPONS CARRIER BURNS OUTSIDE POLICE HQ



CONTINUED ON NEXT PAGE



DIEM TROOPS (BELOW) GO INTO ACTION PAST REFUGEES AND THEIR FURNITURE



CIVILIANS AT POLICE STATION SEEK SAFETY







DIEM'S REGULARS SET UP A BAZOOKA ON BOULEVARD GALLIENI



HIDING FROM MORTARS, WOMAN TRIES TO SHUT OUT SOUND

Vietnam CONTINUED

the street. Sochurek came back downstairs with a sober pronouncement: "They're going to hit this place sooner or later. We ought to make a decision."

Through the front entrance we saw Dixie Reese, chief of the FOA photographic laboratory, ducking behind a tree outside, camera in hand. "If Dixie can risk it, I guess we can," said Sochurek. (Dixie, a lanky, lovable Texan was killed next day when the Binh Xuyen shot down a flivver plane he was using to photograph the fighting.) At 3:35 we made a dash for the car. Miraculously it was undamaged.

From the edge of the battle area we could see at least six city blocks of shanties burning. Angry columns of flame were reaching a hundred feet into the sky. A vast canopy of black smoke was drifting across the boulevard northward over the city. A single fire hose stretched down the street toward the fire area, limp and useless for lack of pressure.

Then the mortars began again, faintly visible as flashes of boiling flame in a haze down the street. Some crunched into the already burning shantytown. A scout car zigzagged backward at full speed from the battle zone, two of its six tires flat. Sprawled out of the hatch, where he had lurched in a death spasm, was the twisted, blood-spattered body of the machine gunner. The car commander hammered on the turret to bring the driver to a halt. Then they pulled a second body from inside.

A few moments later a pair of ambulances, apparently called by radio, screamed down the empty boulevard. The driver of the first one spotted the scout car and slammed on the brakes. The second one crashed into the first one's rear, throwing a medic through the windshield and fracturing the arm of another. The survivors loaded corpses and the two injured medics into the ambulance, turned in screeching haste and sped back down the boulevard.

By now Premier Diem had ordered the national army to full-scale offensive to throw the Binh Xuyen out of the city. A reinforcement battalion of government paratroopers advanced toward the fighting, strung out in single file, using the trees along the boulevard—a characteristic of French colonial cities—for cover as they reached the battle zone. They were tough and calm and loaded for bear with grenades, bazookas and B.A.R.s.

With increasing boldness people watched from doorways and windows of restaurants,

bars, barbershops, food stores and knickknack stalls along the boulevard. Among them was a group of American servicemen cut off from their jobs at the U.S. military mission in Cholon. Said an Air Force sergeant sucking his pipe, "That's one hell of a fire and somebody's gotta pay for it. I can guess who—Uncle Sam."

A burst of firing right behind us sent people scurrying to shelter, leaving a little girl standing alone crying. A GI ran out, picked her up and held her until her mother came. Suddenly there was a burst of firing aimed at Vietnamese civilians rubbernecking from the roof of a building. One was killed, the other wounded.

By 5 p.m. shooting had died out almost entirely. The boulevard began to fill with civilians. We walked back toward the still raging fires. Repeatedly along the way brief scares rippled through the jittery crowds on the sidewalks. They even rushed for shelter when a soldier suddenly began shouting into a walkie-talkie. We passed a dozen or more wooden clogs lying on the sidewalk and in the street. Their owners had jumped out of them in sudden fright.

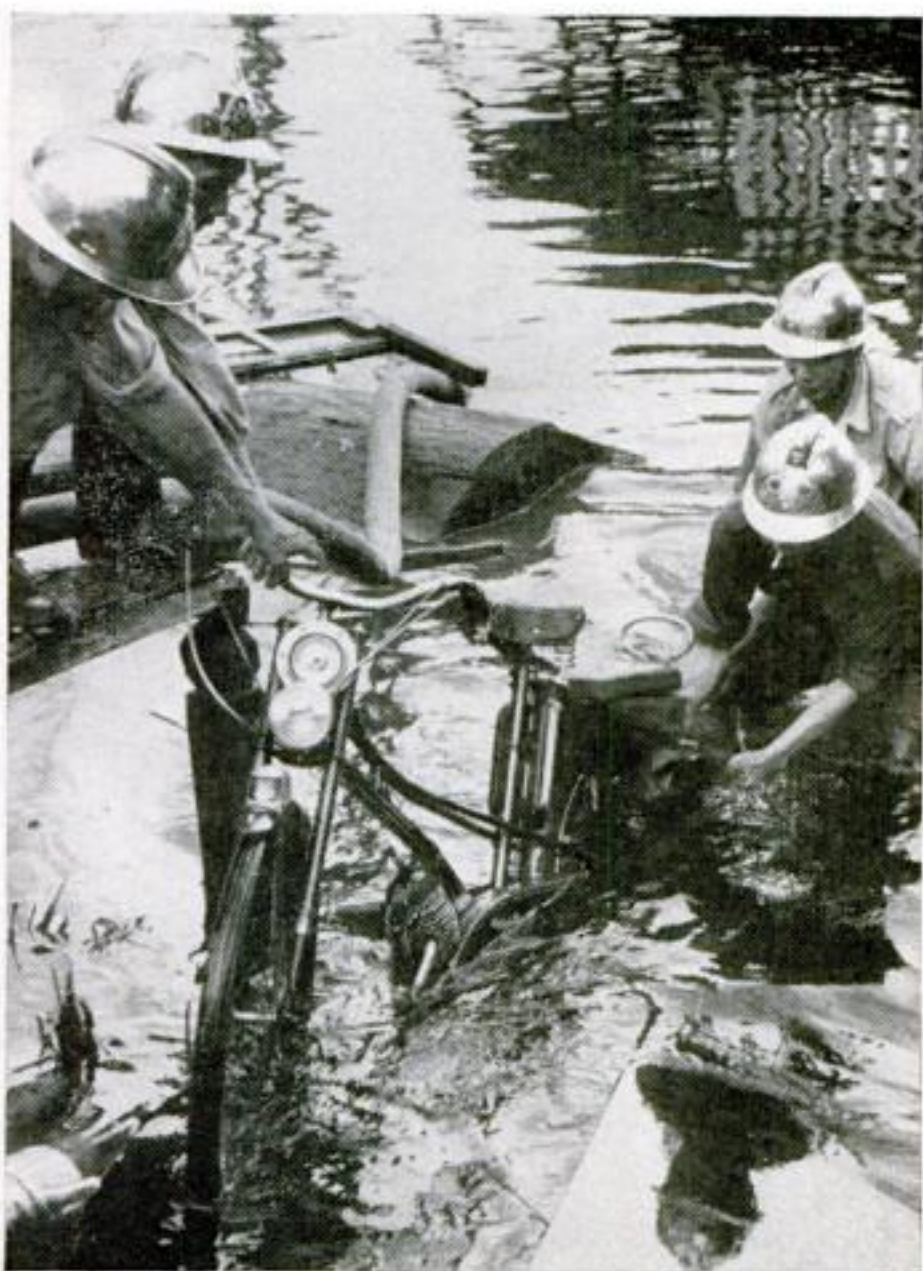
Down a back alley crowded with refugees squatting next to piles of belongings and mutely undecided whether to stay or go, we found firemen in glistening brass helmets struggling to contain the fire. Their main equipment: a shiny new red jeep with a hose pump attached to its engine. Beyond them, as far as the eye could see through haze, there was utter desolation, heaps of rubble sometimes still burning fiercely, the blackened walls of an occasional brick structure, the charred naked skeletons of coconut palms.

On the edge of the stream was a shack that had been evacuated but missed by the flames. Inside, under the glass of a table, was a snapshot of a boy in Vietnamese army uniform; over the door, a cheap gold-leaf Buddha with joss sticks. A dirty black pig rooted in rubbish in the back room, and, lying face down on the floor, was an abandoned rubber doll.

Fighting raged all next day. Thousands were homeless. At least 500 were dead. By then a two-square-mile area on the Boulevard Gallieni was a smoking mass of rubble and much of the city was a shambles. The Vietnamese army had shown, to the surprise of Diem's detractors, that some of it at least would fight and die for him. But the implacable political conspiracy to destroy Diem was still a menace of unparalleled ugliness, with the far-away Bao Dai the front man for cynicism, greed and moral bankruptcy.



U.S. SERGEANT ALFRED CLINE RESCUES A CHILD



MOTOR BIKE IS SALVAGED IN STREAM NEAR FIRE



WOMAN IN PAIN IS TREATED AT CATHOLIC POLICLINIQUE WHERE ALL THESE PICTURES WERE TAKEN



NURSE STARTS TO EXAMINE SHOULDER WOUND



SISTER OF ST. PAUL WAITS FOR HER NEXT JOB



A LOOK AT THE



BURNED BRIDGE ON STRUCK RAILROAD

A 104-foot section of the Louisville & Nashville Railroad's bridge near Calera, Ala. lay in smoldering ruins as one of the longest strikes since the Railway Labor Act of 1926 entered its seventh week. Seeking health and welfare

benefits, 10 nonoperating unions struck and trainmen refused to cross their picket lines. When four bridges burned mysteriously, the company suggested union sabotage. The union denied it and no one could find any evidence.



PAPER IN PORTUGAL

Tons of paper slips cascaded down on Rua Augusta in Lisbon as the crowds jammed close to cheer Brazil's President Café Filho. In Portugal for a goodwill tour of Brazil's parent country, he embarked enthusiastically on a grueling five days of wining,

WORLD'S WEEK



FOR MAN OF BRAZIL

dining and friendship cementing. Traveling by special train, Café Filho paused at every town along the way to wave Brazilian and Portuguese flags at the crowds, impressed the Portuguese with his easy informality and twice collapsed from exhaustion.



DUST AT FIRST HAND FOR MR. BENSON

In a New Mexico field under a dust-dimmed sun, Secretary of Agriculture Ezra Taft Benson pondered the West's drought. On a fact-finding tour, he met with hundreds of farmers. (Said one, "It's so dry the water has only 22%

moisture.") Benson indirectly blamed the dust bowl on former rigid price supports which he said had encouraged overplowing. Ending his tour, he called a conference of 10 governors to discuss a program for restoring the land.



WETTING DOWN

FOR SCURRYING STRIKER

Labor violence in the South turned from fire (p. 34) to water in the C.I.O. Communications Workers' strike against Southern Bell Telephone. In Miami firemen hosed strikers, sent a lady picket, solicitous of her shoes, running for cover. The union claimed the hosing was unjustified and Miami's mayor, finding an overzealous policeman had ordered it, apologized.

POLITICAL PROFIT

FROM A TRAGIC PLUNGE

Peking wrung more political capital from the crash of an Air-India plane carrying Chinese to Bandung. On a stage filled with flowers and pictures of the dead, speakers repeated charges that it had been sabotaged by U.S. and Nationalist agents at British Hong Kong, ignored repeated British reminders that the plane had been carefully checked out before departure.



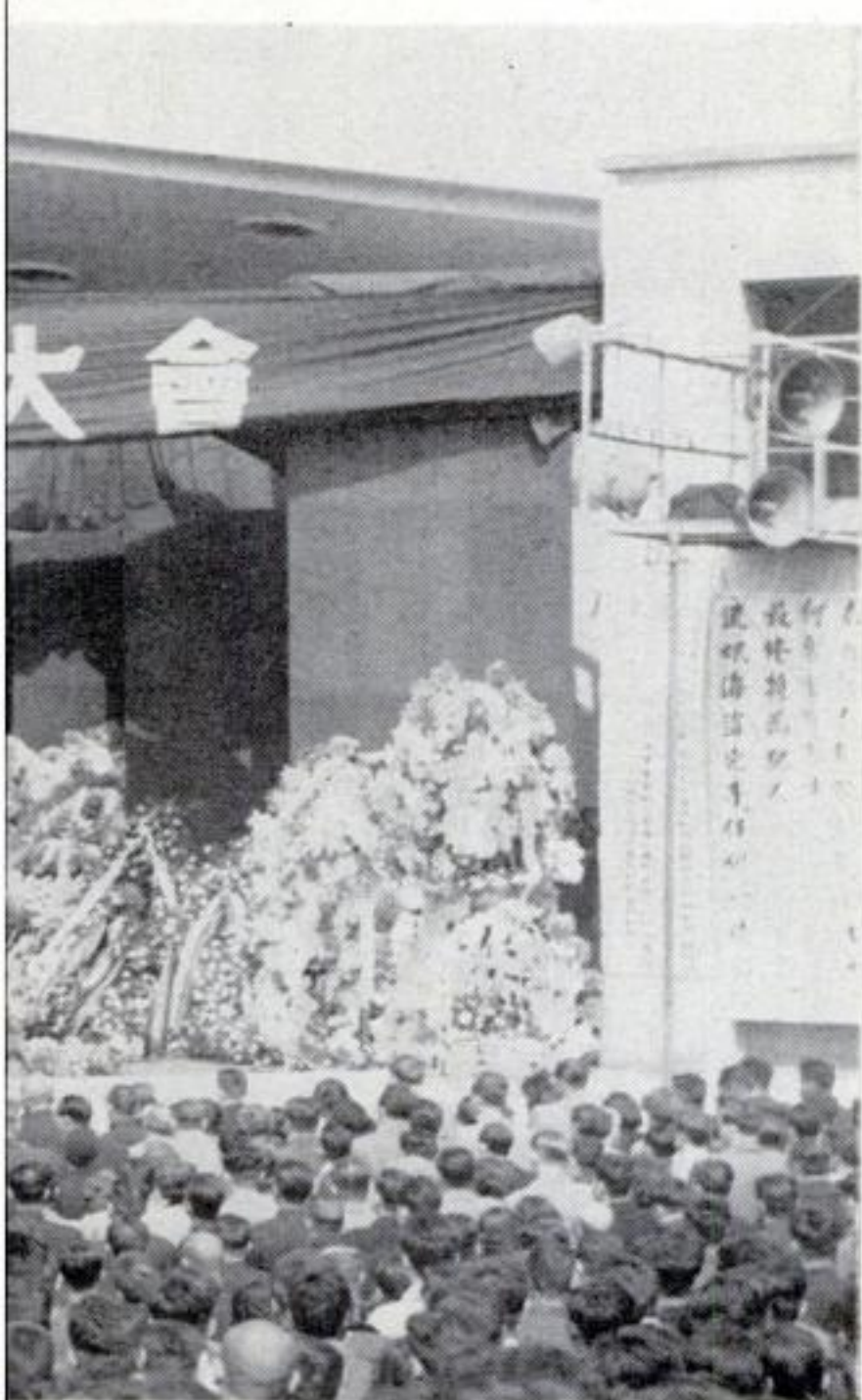


A PRESIDENCY FOR LEFTIST RAILROADER

Giovanni Gronchi, who loves to entertain his children with an elaborate electric train, is an extreme leftist in Italy's moderate Christian Democratic party. Last week Gronchi was elected Italy's president, an office of limited but occasionally critical power. The Communists were delighted and the C.D., forced by its own confusion to support him, was embarrassed.

A NIXON SINGING ABOUT DAVY CROCKETT

Like just about every other child in the country, Vice President Nixon's daughter Julie, age 6, is crazy for Davy Crockett. A few weeks ago she queued up for an autograph from Fess Parker, who plays Crockett on TV. Last week, at her first supper party, she lustily sang the praise of the king of the wild frontier while fidgeting a balloon stick that had lost its balloon.





IDAHO VICTIM, 6-year-old Jim Shipley Jr., is comforted by his father in Pocatello hospital. Jim came

down with polio five days after getting Cutter vaccine and was paralyzed in his inoculated right arm.



COLORADO VICTIM was 13-month-old Stephen Coleman who reached Children's Hospital in Denver

with both arms and legs paralyzed. He was stricken with polio 8 days after receiving the Cutter vaccine.



SOBER STATISTICS, a list of vaccinated polio victims, covers blackboard at meeting of California

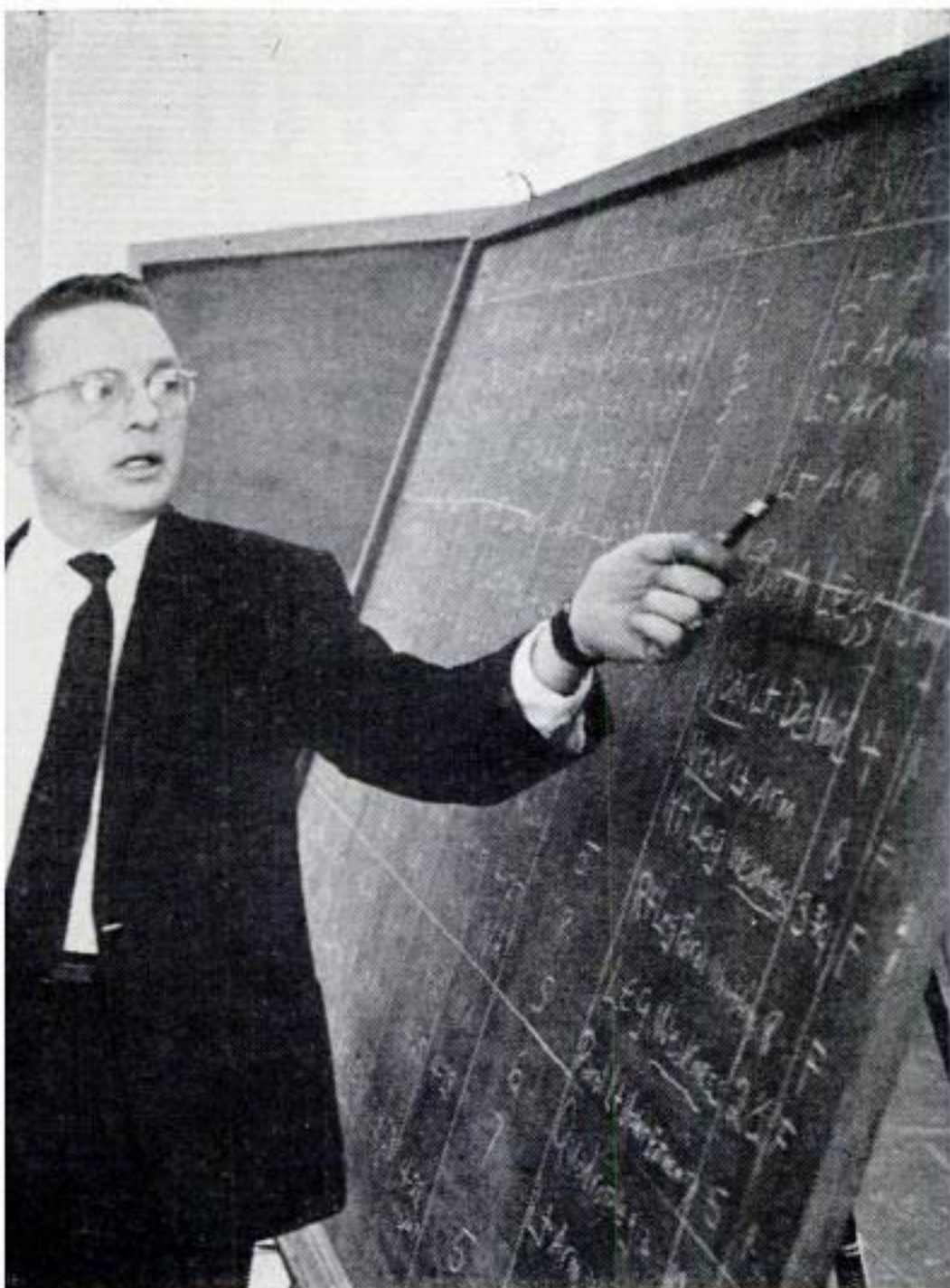
SUDDEN HITCH

U.S. bans one brand of vaccine

More than three million children had had their first Salk vaccine shots last week when the U.S. heard the disturbing news that some of them had come down with paralytic polio. At first glance there seemed no cause for concern. The vaccine was known not to be 100% effective and most of the children became sick within 10 days after inoculation, before the vaccine had taken hold. But, on looking further, polio experts grew uneasy. Nearly every victim had received vaccine put out by one company, Cutter Laboratories of Berkeley, Calif., and it was usually



DOCTOR'S SUPPLY of Cutter vaccine is picked up from refrigerator by a Passaic, N.J. inspector.



medical experts in Berkeley. Officials decided to halt the entire state vaccination program for time being.

IN A PROGRAM

as some children contract polio

the inoculated arms where paralysis had first set in.

The U.S. Public Health Service took no chances. It temporarily banned the Cutter vaccine and ordered a roundup of every ampoule (*below*), but nobody seriously questioned the effectiveness of the Salk vaccine. The service urged the states to go ahead with their programs, using other vaccine while it called experts to find out whether the children caught the disease from a faulty batch of vaccine or had been about to come down with polio when they were inoculated.

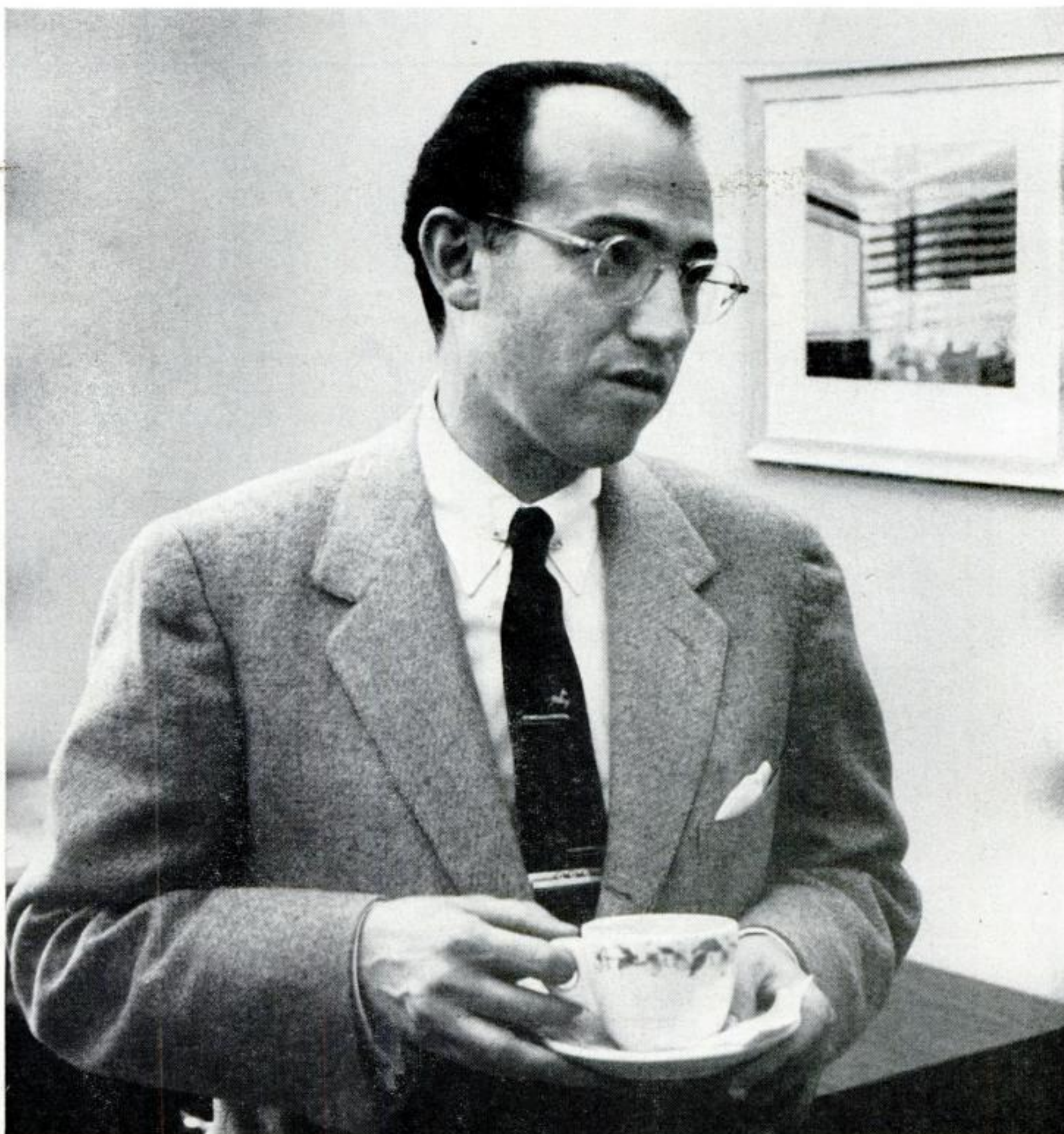


SUPPLY HOUSE yielded 12 ampoules in New York City where a total of 1,530 ampoules were retrieved.



HARASSED MANUFACTURER, Dr. Robert Cutter, head of Cutter Laboratories, was confident that

U.S. Public Health scientists who are checking into Cutter production line would find nothing wrong.



THOUGHTFUL SCIENTIST, Dr. Jonas Salk, takes time out for coffee during a conference at National

Institutes of Health in Bethesda, Md. He and 10 other experts had gathered to discuss the problem.

THE LEOPARD AND ITS SPOTS

Opposing President Eisenhower's willingness to negotiate with Red China, Senator Knowland declares he does "not believe the Communist leopard has changed its spots. Their objective has, is and will continue to be the destruction of human freedom." This sentiment is beyond dispute, but the metaphor is wrong. Its spots, unlike its heart, are just what the Communist leopard *does* change. They are sometimes a furious red, sometimes a peace-loving green, sometimes a warning amber, and usually all three at once, flashing and shifting like a pinball machine. Sometimes the Moscow and Peking spots are the same color, sometimes not. Always the design is confusing, and that is its purpose.

Chou En-lai showed a lot of green at Bandung. Even the leading anti-Communist delegates so saw him; Ceylon's Sir John Kotelawala calls him "a reasonable man prepared to respect the views of others" and Pakistan's Mohammed Ali calls him a "sincere, amiable personality . . . with a desire to promote world understanding." Westerners, too, are seeing green all over the place. Some opine that the more flexible post-Stalin party line in Russia, which culminated in the Austrian agreement, is now finding an echo in Peking, and that a general settlement is in the offing. Sir Anthony Eden hopes for an "agreement about armaments which will banish the fear of the hydrogen bomb."

In fact, however, the spots are *not* all green—anything but. The Chinese Communist May Day features familiar

slogans like this: "Oppose U.S. imperialist seizure of China's sacred territory of Formosa!" As for Russia, the party central committee magazine, *Kommunist*, is handing out the world-revolution line with a new virulence. It is particularly illuminating on the subject of the H-bomb. Sir Anthony should be interested to know that the Communists have already banished *their* fear of it. Malenkov's remark of a year ago, that "a new world war with modern weapons would mean the ruin of world civilization," has been radically amended. Such thoughts, says *Kommunist*, are "fables" and "puny demoralizing ideas" to mislead the masses and sidetrack the class struggle. "It is not world civilization but the rotten capitalist system that will come to an end," says *Kommunist*. Having so much less to fear from nuclear war, the proletariat must stand firm against "atom-hydrogen blackmail."

Feeling that way about atomic war, the Communists must naturally prepare for one. Westerners who feel differently should at least be aware that the Red air force of long-range jets is growing rapidly; also that Chinese science is undergoing a high-pressure renaissance, spurred and directed by the "amiable" Chou En-lai's government and assisted, according to one rumor, by Bruno Pontecorvo.

Nobody likes to see red in a green May. The West has had nearly 40 years to watch Communism and should scarcely need to be reminded that its changing tactics always serve an unchanging purpose. But this is such a reminder.

THE TYCOON AND THE PUBLIC

A serious question of business ethics is raised by the latest move of Robert R. Young, chairman of the New York Central Railroad. At the height of his proxy battle for control of the railroad last year he informed the stockholders, "We are spending our money, they are spending yours." The then management, he said, was "tapping the Central's treasury. . . . We have filed suit to make them pay it back." But now Young has announced that he will present the bill for *his* expenses—some \$1.3 million—to Central stockholders and ask them to pay it after all.

He has a perfect legal right to do so. Court decisions have established this. But in view of his protestations a year ago Young's action has a decidedly cynical ring. Since Young took over, the price of Central stock has almost doubled, with a paper profit of \$2 million for himself, \$6 million for his colleague Allan Kirby and more than \$5 million for their 13 other associates. This was the reward they legitimately sought by their investment of \$1.3 million in the proxy fight, but why should they make the stockholders pay that back too?

Young says he "seriously considered" letting it go but hated to charge the bill to the government, since he could write off most of it from his own taxes; he thought it would be fairer to let the stockholders pay. Well, if they do pay, the stockholders ought to be entitled to scrutinize the vouchers which make the bill, instead of the vague sort of general breakdown which is all that Young has provided. Young's spokesmen say that they will not permit this scrutiny "because it is not required." The principle involved here strikes us as quite important, regardless of whether Young is trying to conceal anything or not. For if stockholders are to issue blank checks, with no ceiling on the reimbursements that can be claimed and no scrutiny of the bills themselves, then such reimbursements could become a marvelously simple way of looting a corporation. If stockholders ever start paying for pigs in a poke, there is always a danger

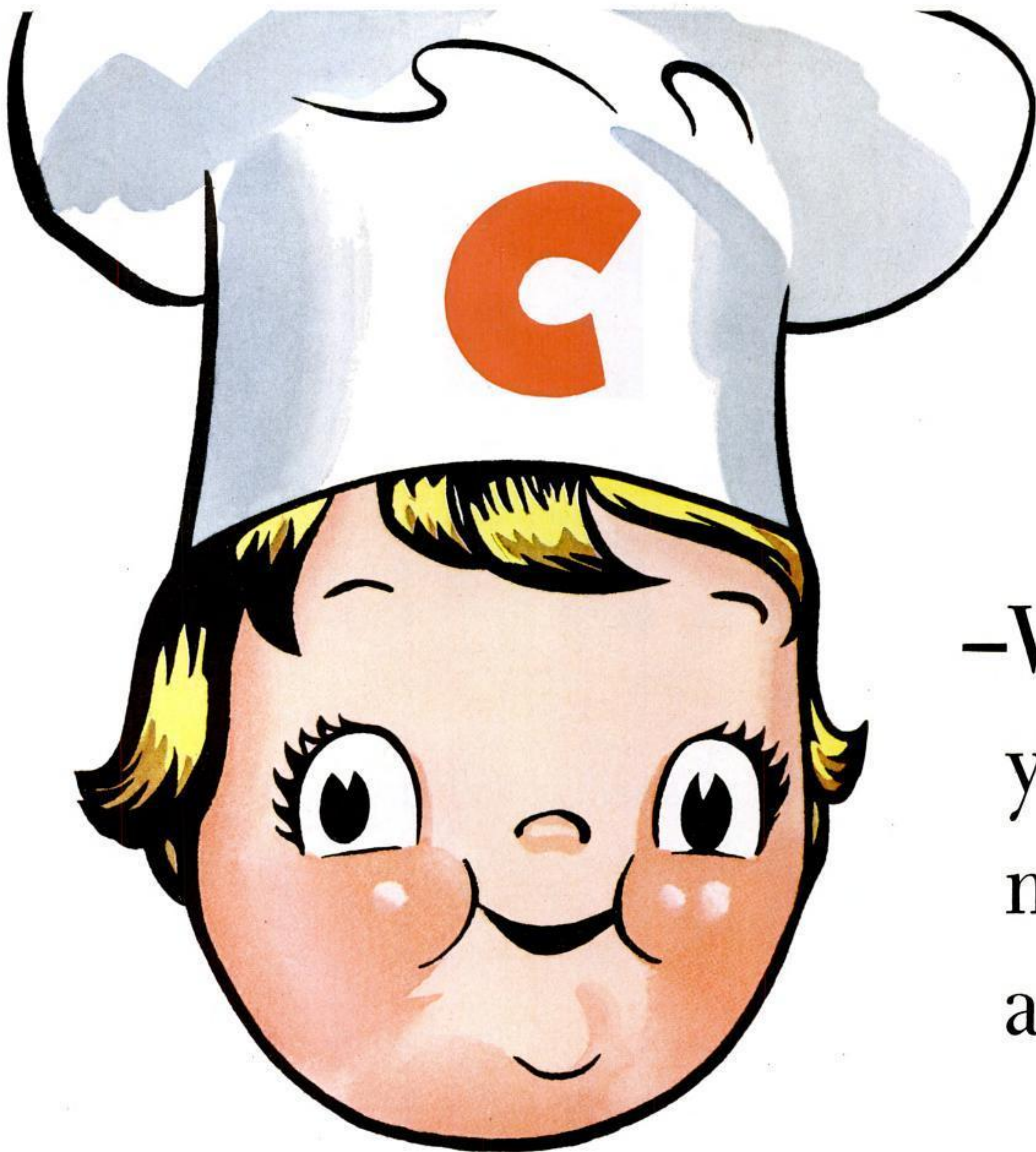
that their managers may start acting like hogs in a trough.

Young has put an extremely able professional railroader, Alfred Perlman, in charge of the Central and in 1955's first quarter Perlman turned in an \$11.8 million profit versus a loss a year ago. Time will tell whether these profits represent greater efficiency or whether they are partly deferred maintenance; also whether Young's plans for curtailing the Central's trackage and abandoning his West Shore Line are smart railroading or not. On his record to date, however, Young evidently needs to be reminded that he is supposed to be a champion of progress, not of retrogression.

Indeed, the public welcomed Young precisely because he was an apostle of radically new methods and a rebel against entrenched and hidebound corporate bureaucracy. His very boldness, and his ability to win fights against large interests, caught the public imagination. He helped to create public approval of the new entrepreneurial spirit in American business, a spirit which many feared had been permanently lamed by the New Deal.

This new public esteem for businessmen was accompanied by a more sympathetic attitude on the part of government, a sympathy, which, in the case of railroads, had earlier been won from the I.C.C. But that is all the more reason why the new entrepreneurs like Young must take care to champion progress in deeds as well as words. They must lean over backward in their business ethics, for it was a sorry lack of ethics on the part of some businessmen which got all of them into very hot water a quarter century ago. Moreover, when official watchdogs are giving business a freer hand, the public, the stockholders, the press and all other unofficial watchdogs ought to increase their own vigilance on the morals and ethics of business practice.

William H. Vanderbilt, son of the Central's founder, Commodore Vanderbilt, could say "the public be damned!" and get away with it. Robert R. Young cannot, and we hope he is too smart to try.



—We think
you'll be
mildly
amazed

12¢ a can was the price we listed for Campbell's Tomato Soup in our advertising 30 years ago. (We came across a magazine advertisement the other day from 1925, and there it was in black and white.)

If you have a grocery page handy—or if your memory's real good, we think you'll be mildly amazed to find that this is just about the same price you pay today... same size can, of course.

The same kind of price story—though in varying degree—can be told about the other Campbell's Soups.

Now the happy fact that Campbell

has been able to buck the tide of rising prices is partly you and it's partly us. You, because there are so many more of you these days, and, because you seem to like our soups more and more as time goes on.

As for us, we just naturally like to make soup. We like to make it as good as we can and bring it to you for as little as we can. And we find ways to do this better as we go along.

This seems like a good time to tell you that we find this a very pleasant relationship, indeed—and we thank you.

Now... back to those soup kettles.

—the Campbell Kids



*We blend the best with careful pains
In skillful combination,
And every single can contains
Our business reputation.*

General Foods, creators of timesaving Minute Rice, Jell-O Instant Puddings and Instant Maxwell House Coffee, proudly present the...

NEW FROSTING SENSATION!

MAKES "CAN'T FAIL" **FLUFFY** FROSTING WITHOUT COOKING!



Even if you've never made a fluffy frosting before, you simply *can't fail* with Minute-man Instant Frosting Mix!

No cooking! Just add to cold water and beat. Presto! You've got all the frosting you need—and more—for two big 9-inch layers.

So smooth, so luscious, so easy-spreading—"can't-fail" Minute-man is even better than homemade! Its glossy good looks—and good taste—last as long as the cake.

Minute-man won't get sugary, won't soak into the layers. Buy a box *today*!



NO COOKING!

NOTHING TO BOIL. JUST ADD TO COLD WATER AND BEAT!

FOOLPROOF!

TURNS OUT PERFECT EVERY TIME
—AND STAYS PERFECT!

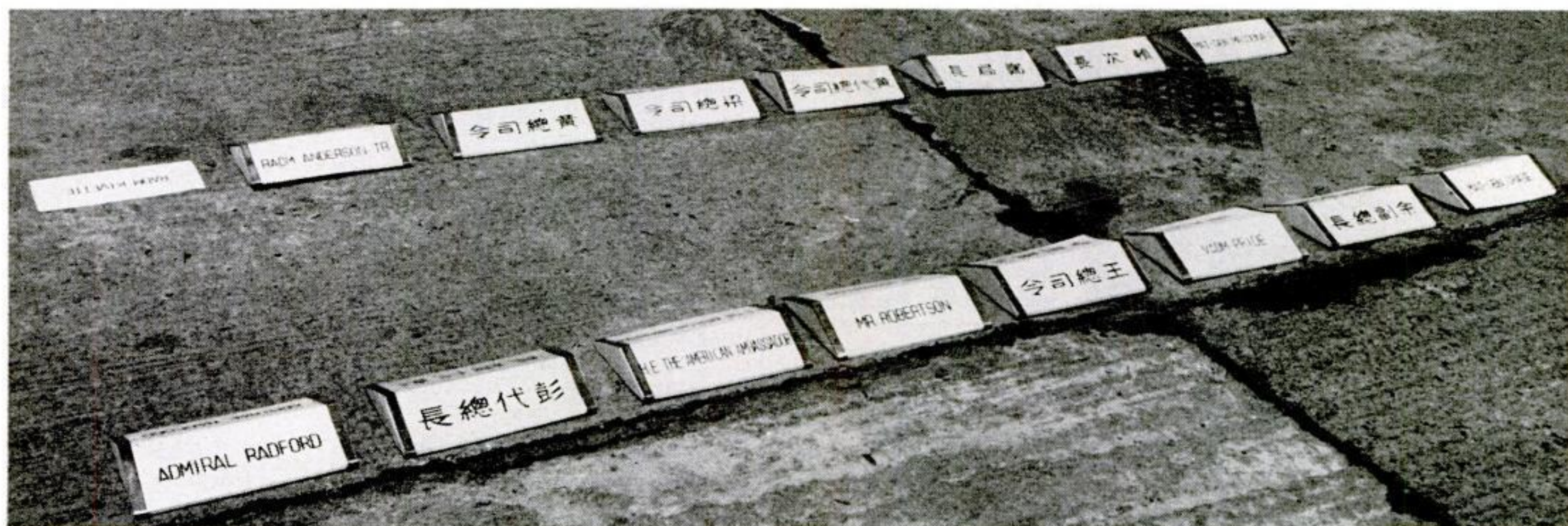
BETTER THAN HOMEMADE!

ALWAYS SMOOTH AND FLUFFY.
DOESN'T GET "SUGARY"
WON'T SOAK INTO CAKE!

FRANCES BARTON
Consumer Service Department
General Foods Corporation



A U.S. MISSION TO FORMOSA AT A CRITICAL TIME



AWAITING THE ARRIVAL on Formosa of Admiral Arthur Radford, chairman of U.S. Joint Chiefs of Staff, and Assistant Secretary of State Walter Robertson,

foot plates at Sungshan airport mark positions for dignitaries during review of Nationalist honor guard. Americans had come for important secret discussions.



SALUTING THE COLORS, officials in front are, from left: Radford; Nationalist Acting Chief of Staff, General Peng Meng-chi; U.S. Ambassador Karl Rankin;

Robertson; Nationalist Air Chief General Wang Shu-ming; Vice Admiral Pride of Seventh Fleet; Lieut. General Yu Pak-chuen; U.S. Major General William Chase.



BEGINNING THE DISCUSSIONS on the porch at Chiang Kai-shek's residence outside Taipeh, participants are, from left: Admiral Radford, the Generalissimo,

Foreign Minister George Yeh, Chiang's secretary-interpreter Sampson Shen and Robertson. For a report on the talks and the repercussions, turn the page.

TENSE NERVOUS HEADACHES

call for

STRONGER Yet SAFER

ANACIN[®]

Won't upset your stomach

Also goes to work instantly to relieve pains of

- NEURITIS
- NEURALGIA
- RHEUMATISM
- ARTHRITIS
- NORMAL PERIODIC PAIN and
- DISTRESS OF COLDS



ANACIN not only gives *stronger, faster* but also *safer* relief from pain. Anacin Tablets won't upset the stomach. They contain no narcotics or habit-forming ingredients. Despite their great strength, you can take Anacin Tablets as directed as often as needed without the slightest harm.

You see, Anacin is like a doctor's prescription. That is, Anacin contains not just one but a combination of medically proven, active ingredients.

The highest medical authorities in the nation declare that the Anacin way—a formula combining smaller quantities of a *number* of highly effective pain relievers—gives faster, more effective and safer relief than a large dose of one *single*

Highest medical authorities have established beyond a shadow of a doubt that Anacin's combination of potent pain relievers acts smoother and more efficiently than any single drug.

drug. This is one of the first fundamentals of medicine taught in all schools of medicine and dentistry. Just ask your own physician or dentist if this isn't true.

So whenever stronger yet safer medication is needed—you can depend upon Anacin. Remember—no single drug can give you the same strong safe relief of Anacin's combination of powerful pain relievers. Buy Anacin Tablets today.

If pain persists—see your doctor.

You can depend on



Mission CONTINUED



PLEASANT INTERLUDE found Chiang and secretary smiling while Robertson, Radford joke at right. Communique said "great harmony" marked talks.

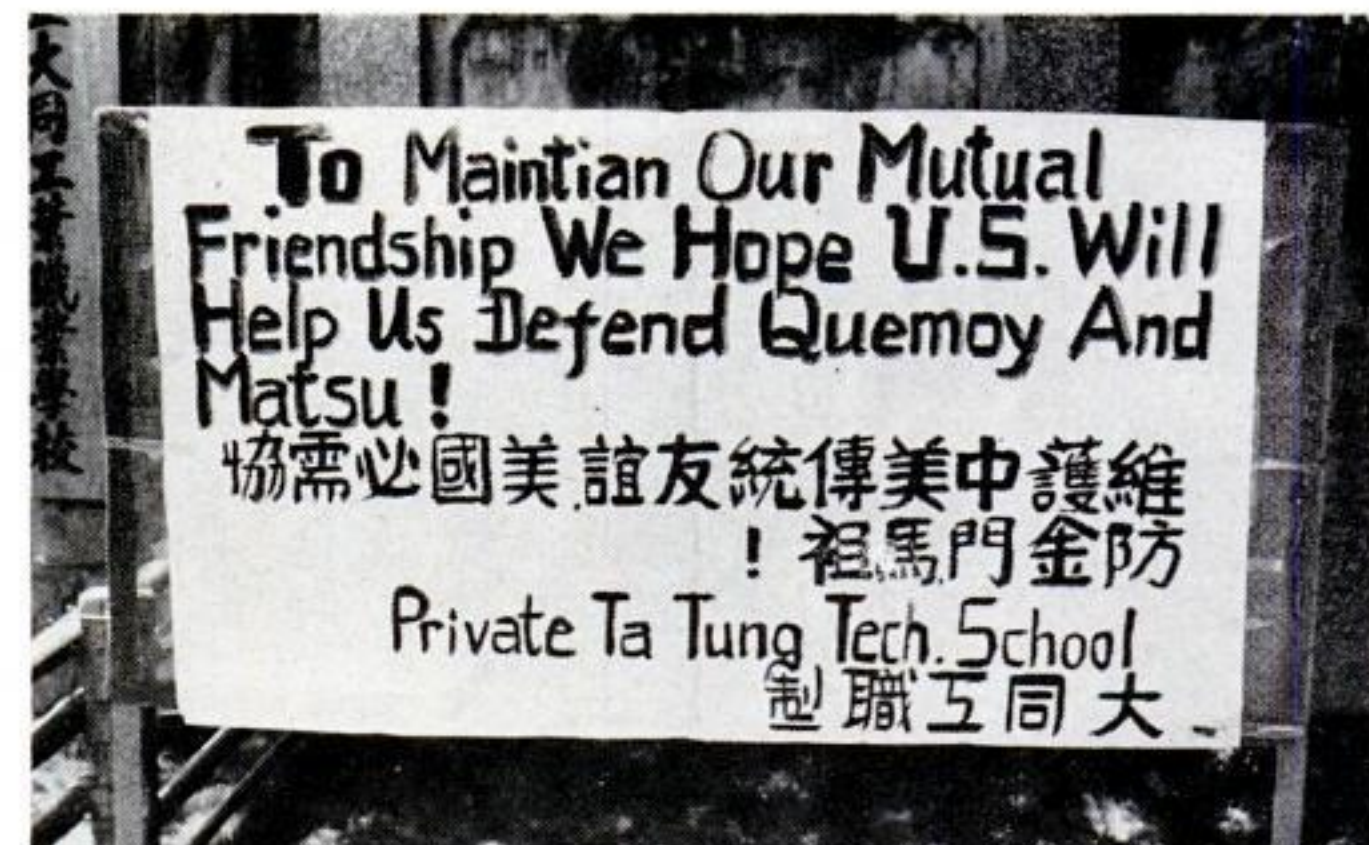
AMID TALKS ON FORMOSAN DEFENSE, QUESTIONS ON U.S. OBJECTIVES

The mere arrival on Formosa of the chairman of the U.S. Joint Chiefs of Staff, Admiral Arthur Radford and U.S. Assistant Secretary of State Walter Robertson, was enough to stir up diplomatic speculation throughout the world. Their flight across the Pacific inspired rumors that the U.S. might be urging Generalissimo Chiang Kai-shek to abandon the offshore islands of Quemoy and the Matsus. Then when Red China's Premier Chou En-lai, at the Asian-African conference at Bandung (LIFE, May 2), offered to negotiate directly with the U.S. on "tension" in the Formosan straits, the rumors gained new currency.

On Formosa itself the rumors heightened the anxiety of an already anxious people. The American visitors were confronted with bilingual appeals for steadfast support (*see below*). But the diplomatic mission proceeded smoothly and ended with a mutual display of good will and solidarity. Whatever fears were still entertained for the ultimate fate of the offshore islands, there seemed every indication that the U.S. would still further increase its direct support for the defense of Formosa itself.

In Washington, however, some doubt and controversy about U.S. policy still remained. At first the State Department had reacted to Chou En-lai's overture by saying that no negotiations could be entertained unless the Chinese Nationalists were a party to the discussions. But when Secretary of State Dulles returned to the capital after a weekend holiday he modified this initial reply by saying that the cease-fire discussions could be held without the Nationalists. To supporters of the Nationalists like Senator Knowland this appeared to contradict directly previous U.S. statements of policy. He blasted the Administration for even suggesting negotiations.

But there was no evidence that any major shift in U.S. policy was in progress or contemplated. If Communist China, reacting to outspoken criticism at Bandung, really wanted a cease-fire, the U.S. had done no more than say it was willing to talk business. And as the President pointed out (*p. 46*), it was up to the Communists to cease firing.



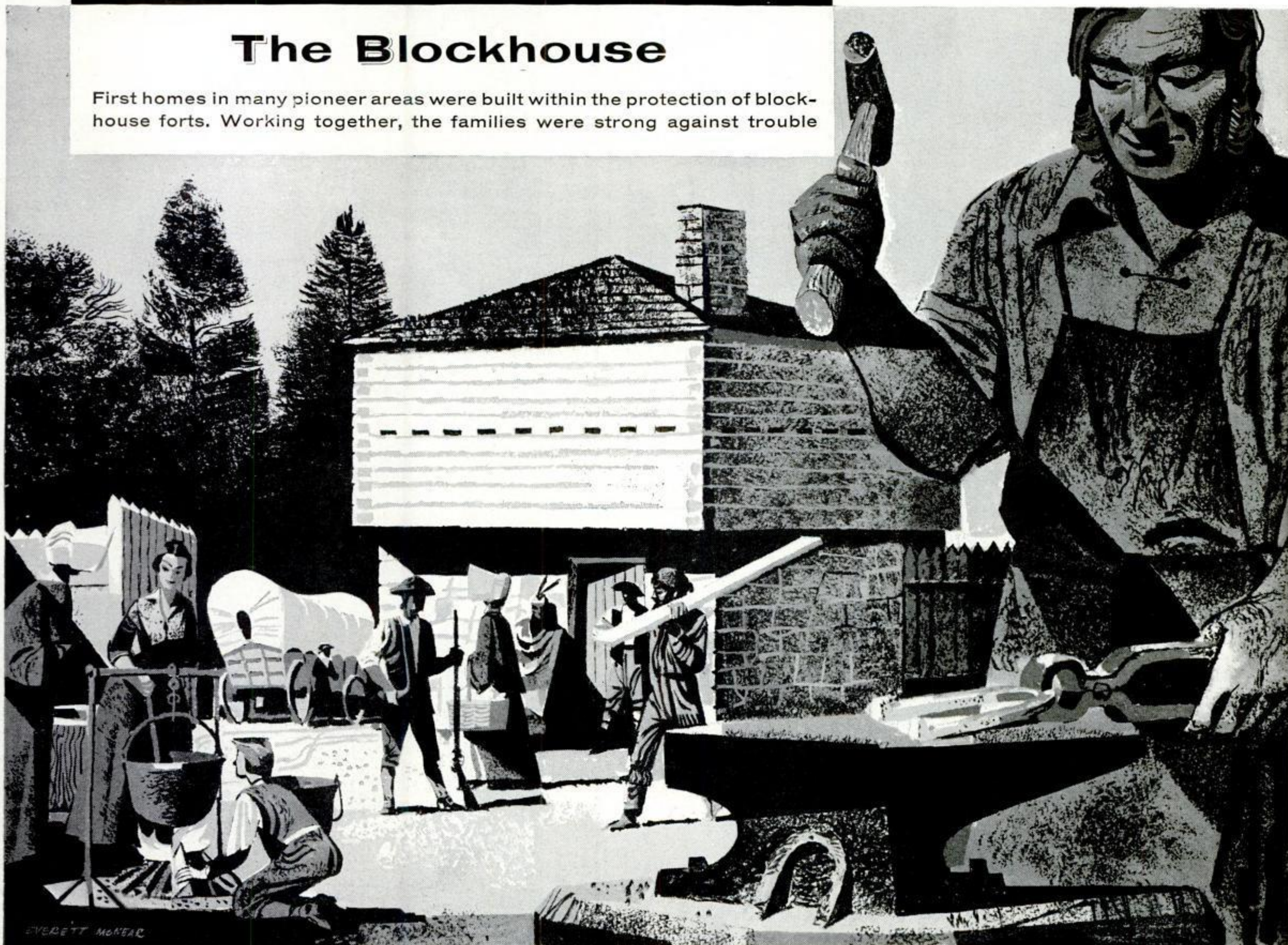
BILINGUAL SIGN was posted at the entrance to a technical school on Formosa to be seen by Radford and Robertson during their stay on the island.

CONTINUED ON PAGE 46

IT'S PART OF OUR AMERICAN TRADITION
TO WORK THINGS OUT TOGETHER

The Blockhouse

First homes in many pioneer areas were built within the protection of blockhouse forts. Working together, the families were strong against trouble



How today 10 million of us ward off money troubles

WORKING things out together in the American tradition has enabled certain groups of people in our country to secure a remarkable degree of protection against money troubles.

These groups are called credit unions. There are more than 20,000 of them in America... with almost 10,000,000 members.

A credit union is simply a group of people with some common bond, such as employment in the same company or membership in the same church or club, who operate their own borrowing and savings system under a proven plan. All credit unions are chartered and supervised by federal or state agencies.

This plan was started over 100 years ago when a group hit upon the simple expediency of pool-

ing their savings in a common fund which could be used to help those who needed money for emergencies or any other provident purpose.

That's still the way credit unions operate today. The members save their money together a little at a time whenever they can. Saving is encouraged and made easier by the convenient location of the credit union (usually right in the plant or office) and by good returns on the money.

But the greatest service of the credit union is to provide a ready source of understanding credit. A means by which people working together can improve their living standards without getting into financial difficulties. Loans are made at low cost. Actually, in addition to borrowing for emergency purposes, members find it's cheaper

to use a credit union loan and handle major purchases with cash.

The entire credit union idea is democracy in action—people working things out together with dignity of spirit. Management, labor, church and government all heartily endorse credit unions. Anyone employed by a company with 50 or more employees, or belonging to a church, lodge or other group can help get a credit union started. One person informed about credit unions can easily be the instrument of great good to himself and hundreds more where he works or lives.

SEND FOR FREE BOOKLET. Just write and say, "Tell me more about credit unions." Sign your name and address and mail to **Credit Union, Dept. 100, Box 57, Madison, Wisconsin.**

new
RC



NO OTHER COLA IS SO

low in calories...

YET TASTES **smack** SO GOOD!

Two full glasses . . . one happy couple.
No other cola is so sparkling and flavorful.
No other cola is so zesty and satisfying.
No other cola is so low in calories yet
tastes so good. Try RC, today!



2 FULL GLASSES in the BIG RC bottle!

EXCITING PREMIUM OFFER!



Spin-O-Rama

6 top hit songs on
one great record!

Only 50¢ postpaid with coupon from carton of RC!

Mail the coupon from RC carton, and get your Spin-O-Rama record featuring radio and television artists with orchestral accompaniment. Follow instructions on the coupon.



Mission CONTINUED



PRESIDENT'S FOREHEAD WRINKLES AS HE ANSWERS QUERY ON FORMOSA

A PRESIDENTIAL VIEW ON CEASE-FIRE

President Eisenhower's answers to questions at his news conference helped spell out the U.S. position on Formosan cease-fire talks with Red China. "... We would not discuss the affairs of the Chinese Nationalists behind their back," said the President, but "as a test of good intent, if the Chinese Communists wanted to talk merely about cease-fire, we would be glad to meet with them . . . the Chinese Nationalists are not firing now except in defense of the territories they are now occupying. . . . Consequently I believe that a cease-fire on their side would be purely academic." The President drew the conclusion: "... We can talk . . . to the Chicoms [Chinese Communists] about their firing without damaging the interests of the Chinese Nationalists."

STANDS OUT FROM ALL THE REST

stands out for flavor and is **L**ight and **M**ild

stands out for effective filtration — draws e-a-s-y

stands out for highest quality tobaccos — low nicotine

L&M has everything!



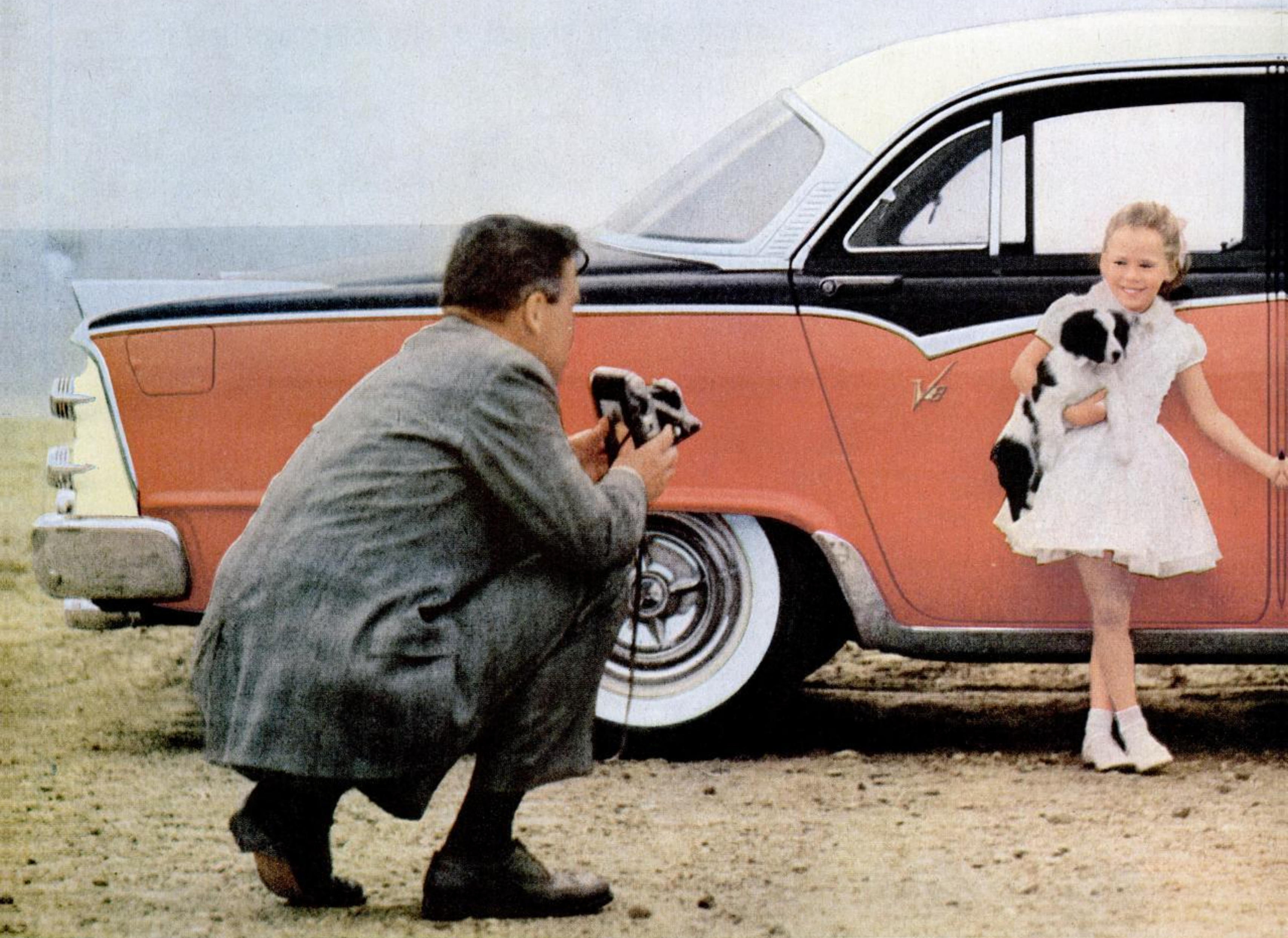
PURE WHITE
Miracle Tip

"For me — L&M has everything! The taste I want and the very best filter made."

TV's LEILA HOLLIDAY

L&M is America's ***Best*** Filter Cigarette!

THE FORWARD LOOK



Dodge Custom Royal Lancer 4-door Sedan

Seldom has America taken so eagerly to new cars as it has to the 1955 Plymouth, Dodge, DeSoto, Chrysler and Imperial . . . for seldom have cars offered so much that is fresh and different. THE FORWARD LOOK brings you a new standard of beauty . . . new engineering



The most contemporary styling: low, long, road-hugging . . . with graceful, flowing lines that give a sense of motion even when the car is standing still. It catches your eye and holds it!



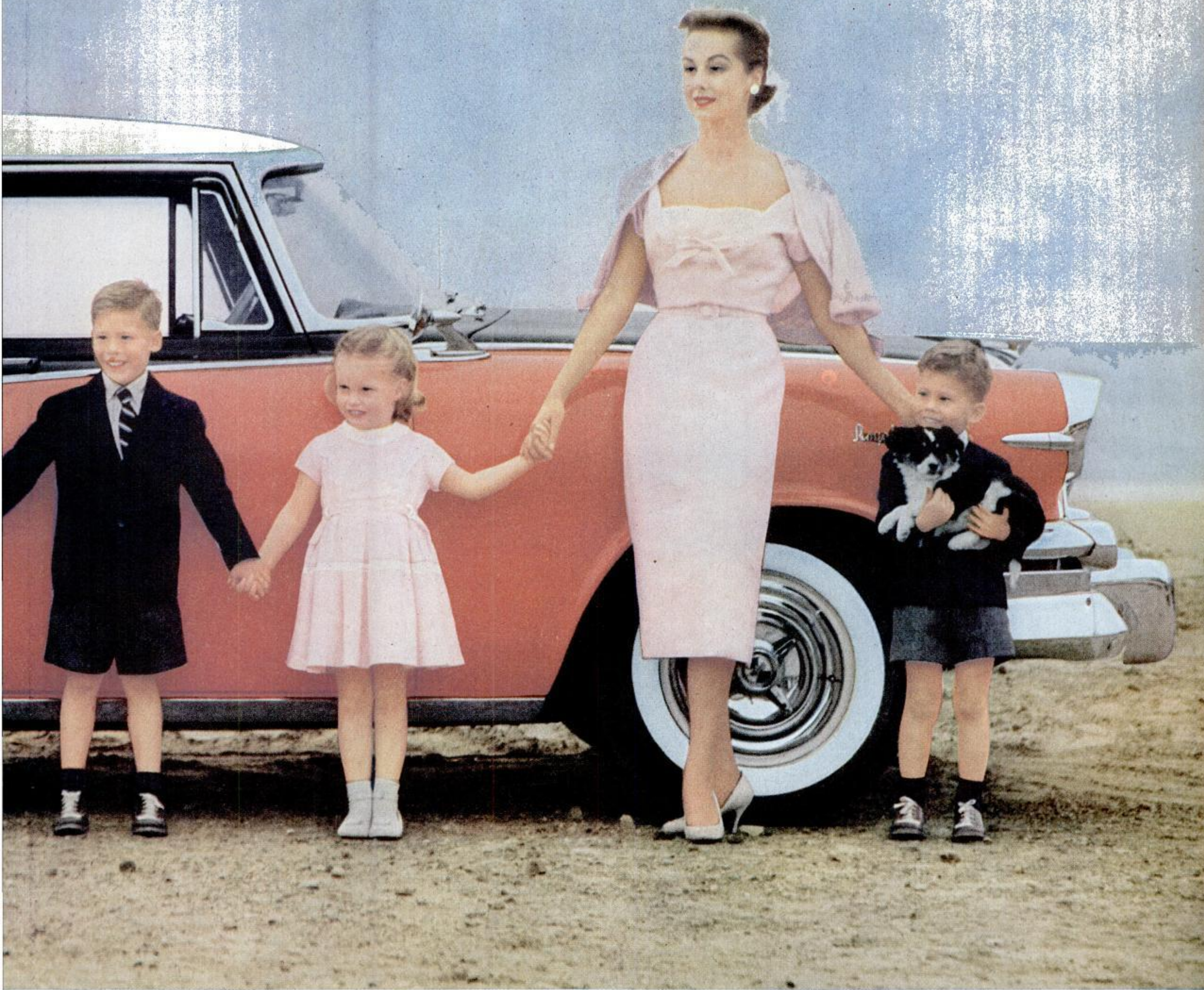
Most graceful wrap-around windshield: swept back and fully wrapped around—at the top, as well as at the bottom—gives you the widest eye-level visibility of any car!



Only drive selector placed the modern way, on the instrument panel instead of the steering post. It's handier when you start your car and out of harm's way when you're driving!

PLYMOUTH, DODGE, DE SOTO, CHRYSLER, IMPERIAL

You've put it "in the picture" in a great big way!



See Chrysler Corporation's great TV Shows, "Shower of Stars" and "Climax!" Thursday evenings, CBS-TV Network.

achievements of the kind America expects from Chrysler Corporation... and lasting value that you won't find in other cars. See, experience the wonderful differences these cars offer—some of them are shown below—and you'll know these are the smartest cars you can buy!



The Forward Look is powered by America's foremost engines—the only American passenger-car V-8's using *airplane power principles*... and the finest, most dependable sixes made.



You get away fast with PowerFlite, the best combination of smoothness and acceleration in no-clutch transmissions! Because PowerFlite is *simpler*, it is more trouble-free!



Only full-time Co-axial power steering for the most relaxed driving of all. It starts assisting you the moment you turn the wheel giving *consistent control* of your car at all times!

CHRYSLER CORPORATION

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DELICIOUSLY
YOURS!

P.S. IT'S ALL RIGHT—EAT 'EM WITH YOUR FINGERS! NOTHING'S
TASTIER THAN PIPING-HOT FRENCH FRIES WITH A SPRINKLE
OF SALT—AND A GENEROUS HELPING OF SPICY, TART-SWEET
HUNT'S CATSUP. HUNT—FOR THE BEST!

Hunt Foods, Inc., Fullerton, Calif.



WILSONS STAND BESIDE DRIVEWAY THAT CROSSES LAWN TO COLUMNED ENTRANCE OF RICHLAND'S MANOR HOUSE

MR. WILSON'S LOUISIANA PURCHASE

In the busy affairs of Washington, Defense Secretary Charles E. Wilson has assured himself of quiet future days in the scented shade of Louisiana live oak and magnolia trees. He and Mrs. Wilson bought a 131-year-old estate called Richland Plantation 40 miles north of Baton Rouge and by coincidence near the village of Wilson (pop. 250).

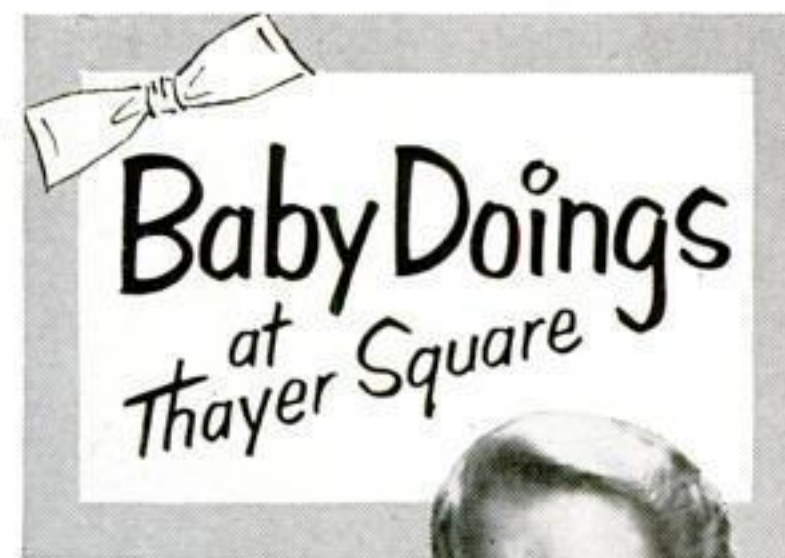
They were not the first Yankees to be captivated

by Richland; Union soldiers camped there in the Civil War, and liked it so much that they did not damage it. Richland has an 18-room manor house and 4,000 acres, mostly in pasture. The Wilsons will keep their Detroit residence and Michigan dairy farm and occupy Richland on a part-time basis. The Secretary plans to shoot quail on the plantation and hopes to make it self-supporting by raising fine beef cattle.



STATELY LIVING ROOM measures 38 by 18 feet. The Wilsons acquired most of the furniture of former owner,

wealthy Charles B. Dudley, New Orleans lumberman. The house has 13-inch brick walls, plastered on the outside.



By
Joan Thayer®

Most of us like to do nice things for people. But here at Thayer Square, there's a man I *really* envy. His *job* is to think of things that will make better *living* for babies — and easier *doing* for mothers. Not only that, he has a whole department to help him! And they do wonders. Here are a few.



Many of the new Thayer crib designs have built-in "silencers" so mother won't waken baby when she lowers or raises the side of the crib to tuck in a blanket or perhaps remove one. In the wee small hours baby's silence is welcome, too. The crib I show here is part of Thayer's famous Gro-Up group, the add-a-piece set that grows with your child.

Now two good things have happened to strollers. First, these designed by Thayer have that long, low design . . . much easier to manipulate. And second, Thayer is now upholstering some of their strollers in plastic-coated Fiberglas. Here at last is a material that not even the smartest, most active baby can outwit. Exclusive with Thayer.



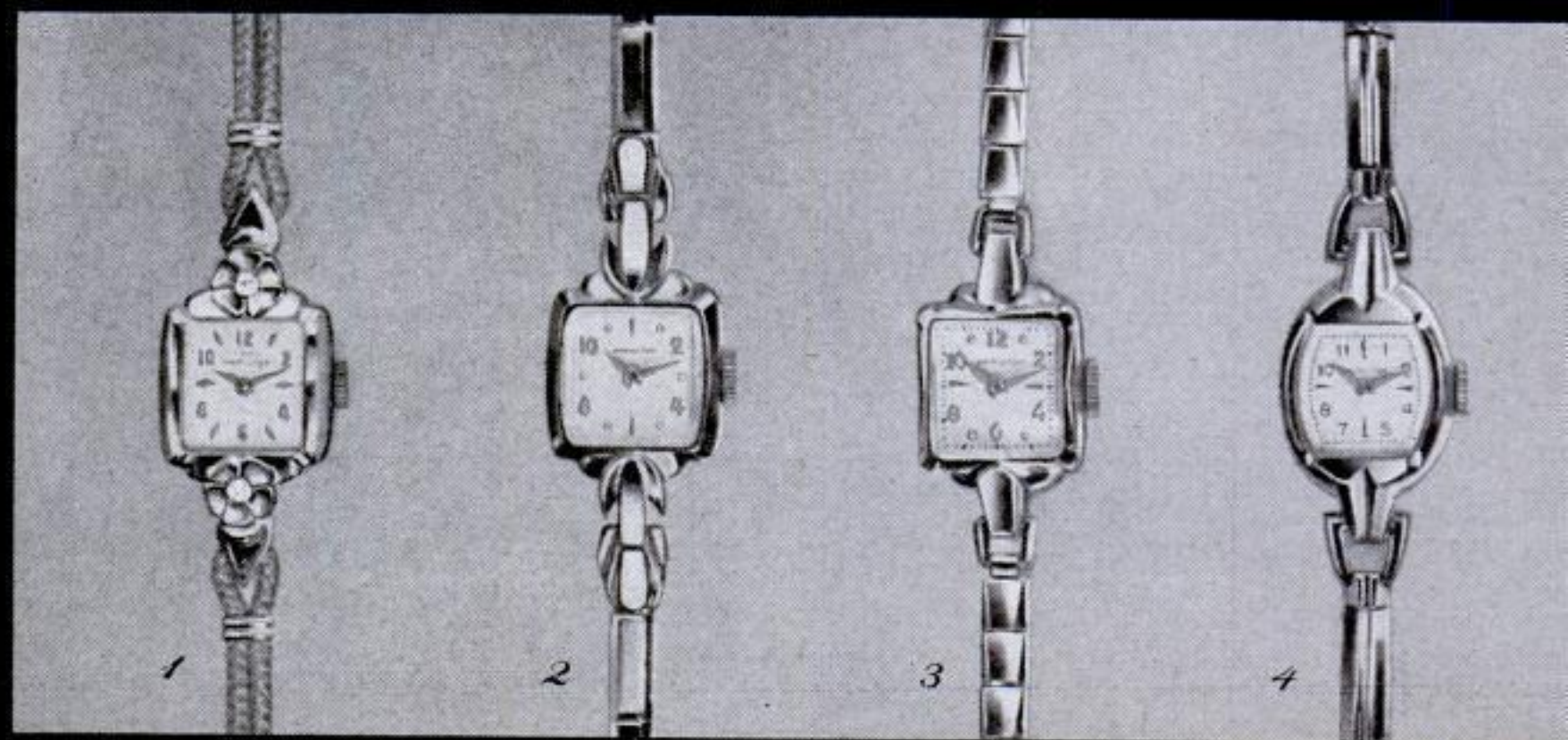
Did I tell you about Thayer's "Feed 'n' Play" Tables? They're positively ingenious. They raise and lower to different heights. The seat folds flat into the top to become a whole table or opens to become an eating table and chair from which baby can't escape. But *perfectly* safe.

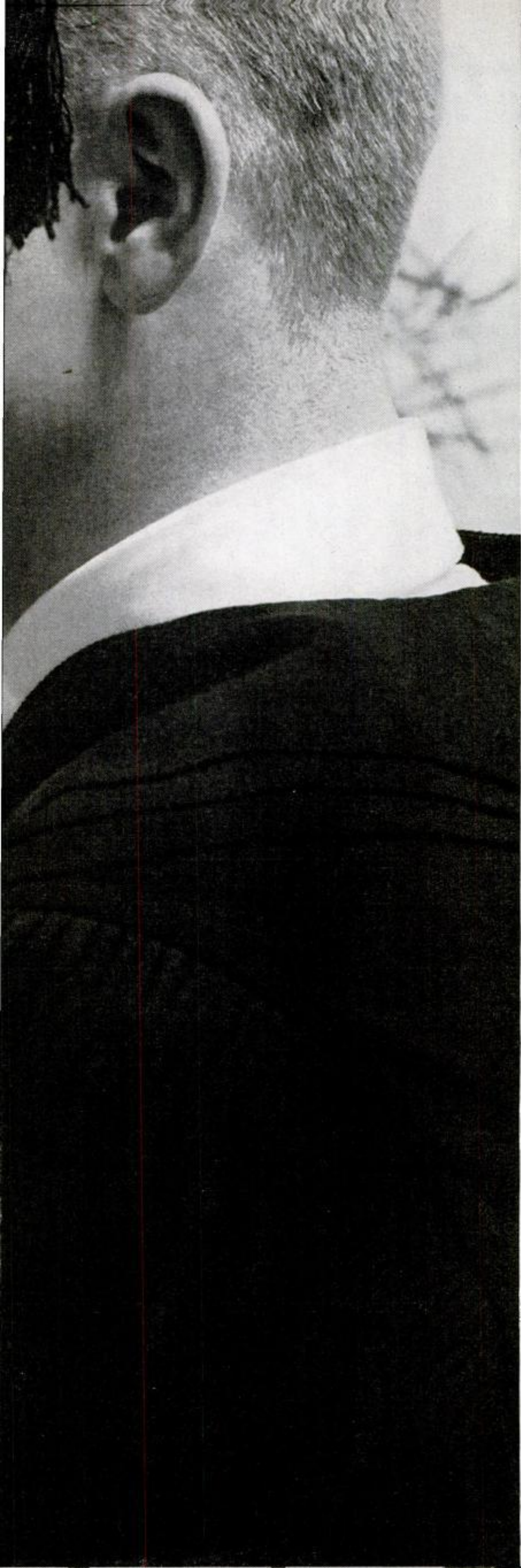
With warm weather ahead, here's another of Thayer's "thinking man's" ideas — a Pram Crib that wheels . . . folds . . . plastic screening lets air in, keeps insects out. Be sure to see it.



And we've a brand new car bed that doubles as a car chair . . . or hooks over the front seat and extends to the back seat. Adjustable leg extends to car floor. All chrome tubing frame. My address is Thayer Square, Gardner, Massachusetts.







“You got a Hamilton, too! ... aren't our folks terrific?”

There they stand in line . . . your boy, your girl. Suddenly so tall, so very serious. Raring to patch up all the dents we parents have put in the world.

Part of you wants to bust your buttons—you're that proud . . . yet part of you wants to turn away, for fear they'll see the mist in your eyes. It's a half-glad, half-sad feeling . . . and it's too deep to put into words. So instead, you give them a quick hug, press a small package in their hands. And when they open it, they'll see two things: a beautiful new Hamilton . . . and all the love that's in your heart.

It means so much more to give . . . or get . . . a

Hamilton

AMERICA'S MOST WANTED WATCH gives you the features you want most

- SHOCK- AND WATER-RESISTANT*
- SELF-WINDING WATCHES
- CALENDAR WATCHES
- SWEEP SECOND HANDS

*Provided original seal is restored if opened for service

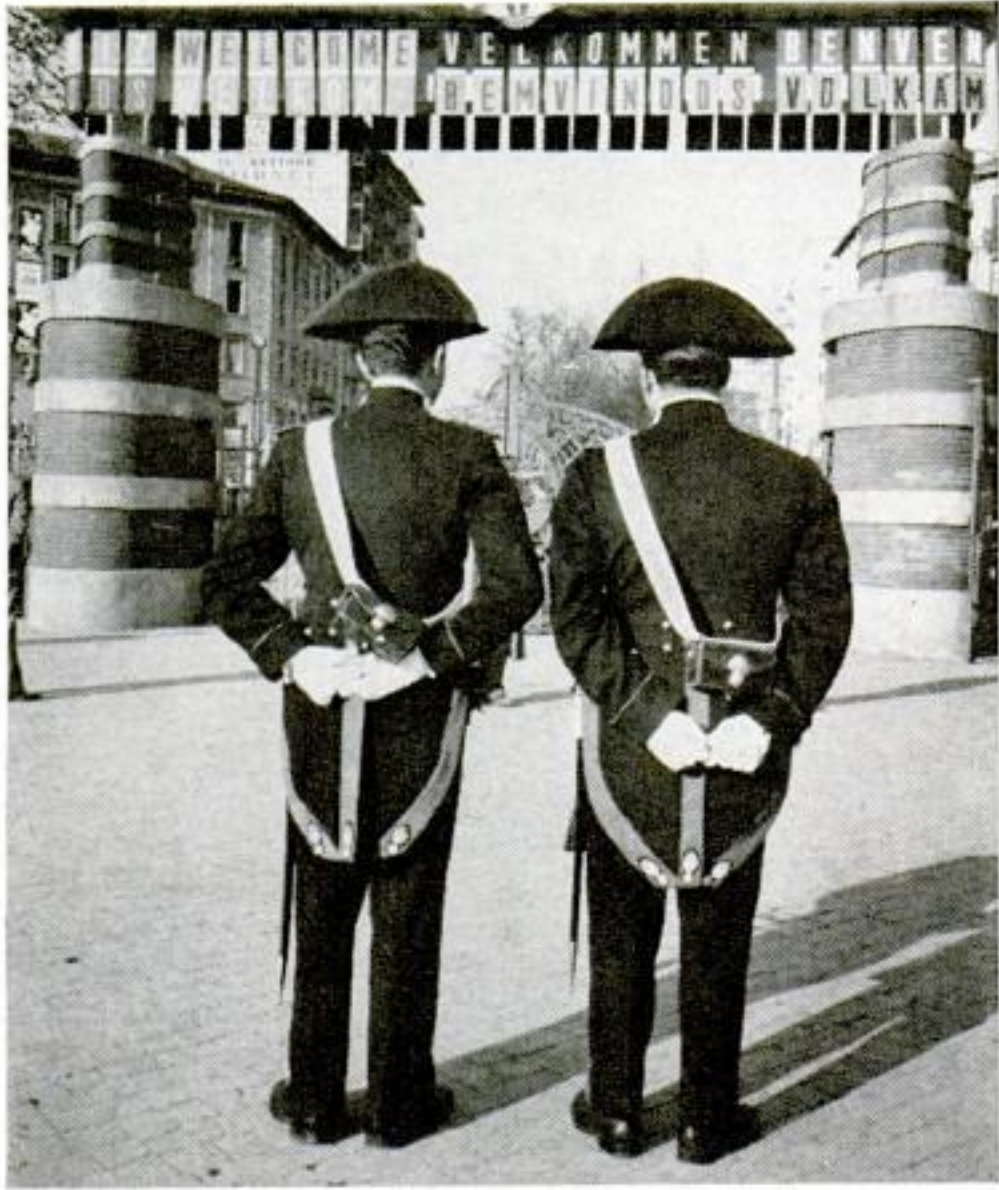
Hamilton watches not only have such thoughtful details as sterling silver dials and 18K gold numerals and markers, but every Hamilton is dustproof, powderproof, anti-magnetic with an unbreakable main-spring—guaranteed unbreakable.

Hamilton offers a complete selection of fine watches

including beautiful Hamilton Illinois models, priced from \$33.95.



1. GLAMOUR F, two diamonds, \$89.50 2. YVETTE, white or yellow 14K gold, \$79.50 3. FAITH, \$59.50
4. LOIS, \$59.50 5. GINGER, \$49.50 6. LADY GAY E, \$39.95 (with cord, \$33.95) 7. ERROL, \$85.00
8. K-504, self-winding, \$79.50 9. SAWYER, \$69.50 10. DEBONAIR G, \$39.95 (with strap, \$33.95).



WELCOME SIGN in 12 languages tops fair gate which is guarded by two brightly dressed Italian *carabinieri*.

MILAN'S WHIRL OF WARES

At Europe's biggest fair, sparkling exhibits draw record crowds and drum up a land-office business

The Milan Fair, traditionally the biggest in Europe, was at its most brilliant last month for its 33rd annual showing. A million samples of goods from all over the world were spread over some two million square feet of exhibition space and over four million visitors, including 100,000 buyers from more than a hundred foreign countries, eagerly made the 35-mile circuit of the sparkling displays.

Like Milan itself, which is as proud of its commercial and industrial eminence as it is of its famous La Scala opera and its great Gothic

cathedral, the fair blended artistry and aggressive business methods. Big Italian manufacturing firms had made elaborate efforts to set up eye-catching displays and took the top artistic honors. But they had competition from the Belgians, with a stained-glass and crystal collection, the Indians with an exotic array of many-colored saris and the Dutch, who heaped mounds of cheeses against cutouts of Dutch houses. It all added up to a gay holiday for the spectators, and to good business for 12,600 exhibitors, who were confident of easily topping all previous sales records.



OUTSIZE BUGS AND WORMS ARE MODELS IN THE DISPLAY OF A BIG INSECTICIDE MANUFACTURER



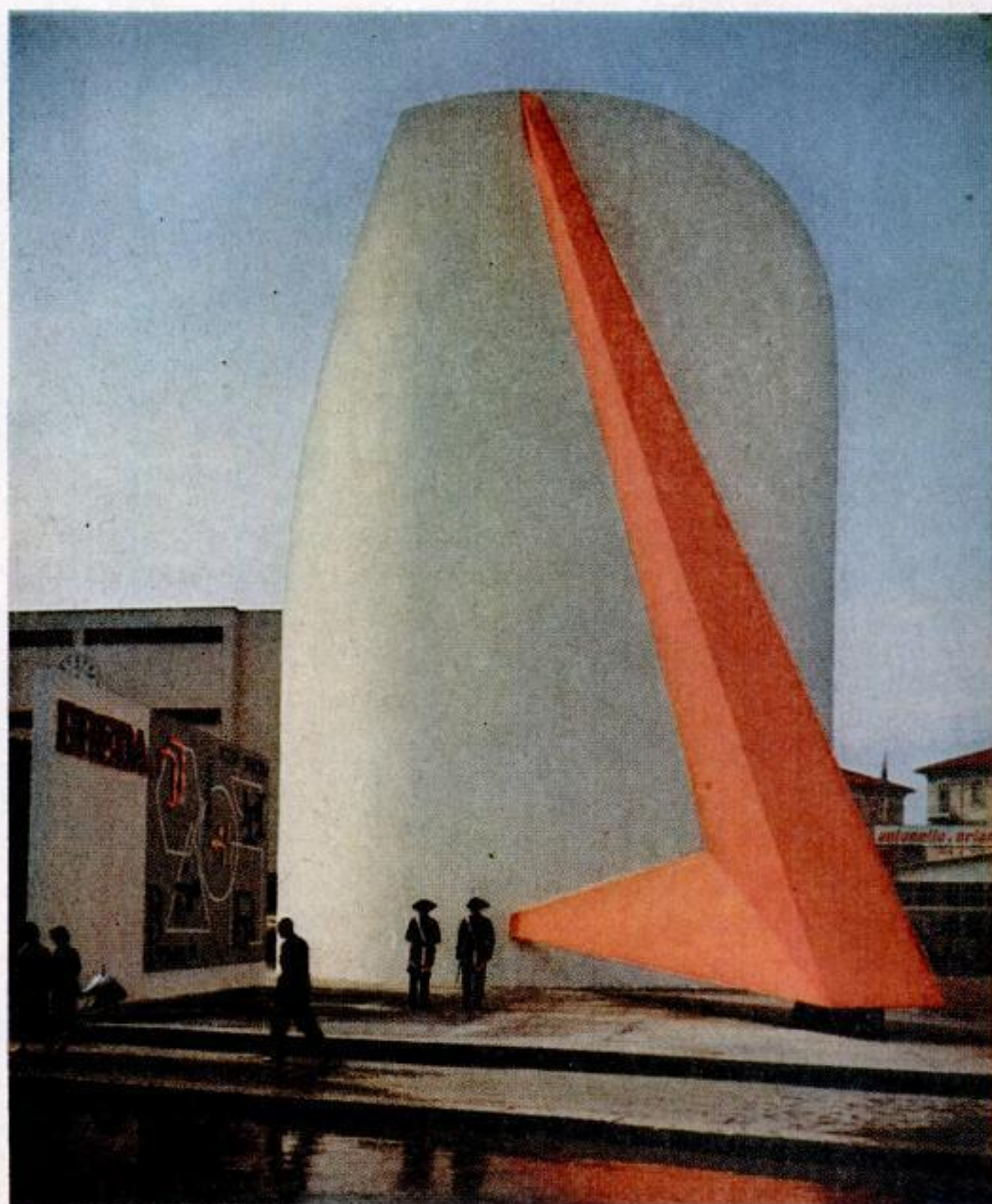
FAIR FROM THE AIR is seen as well landscaped, heavily built-up area of more than 100 acres. Fair grounds lie in the northern residential section of Milan.

NEON-TUBE TRELLISES light up an exhibit of ENI, Italian state-owned gas and oil monopoly. Table in center shows round-the-clock uses of ENI products. →





FOREST OF CRANES, made in Italy and Western Germany, towers over outdoor display of road-building equipment manufactured by Italian firm Marini.



EYE-CATCHER IN CONCRETE, the most spectacular exterior of the fair, ornaments the exhibition put up by Breda, a big Italian machine-building concern.

IN A 24,000-GALLON GLASS TANK SUSPENDED OVER A SUNKEN POOL, CAVORTING SKIN-DIVERS SHOW THE LATEST IN ITALIAN UNDERWATER SPORTS EQUIPMENT





The Telephone Pole That Became a Memorial

The cottage on Lincoln Street in Portland, Oregon, is shaded by graceful trees and covered with ivy.

Many years ago the owners, A. H. Feldman and his wife, remodeled the house to fit their dreams . . . and set out slips of ivy around it. And when their son, Danny, came along, he, too, liked to plant things and watch them grow. One day, when he was only nine, he took a handful of ivy slips and planted them at the base of the telephone pole that stood in front of the house.

Time passed . . . and the ivy grew, climbing slowly to the top of the pole. Like the ivy, Danny grew too. He finished high school, went to college. The war came along before he finished—and Danny joined the Army and went overseas. And there he gave his life for his country.

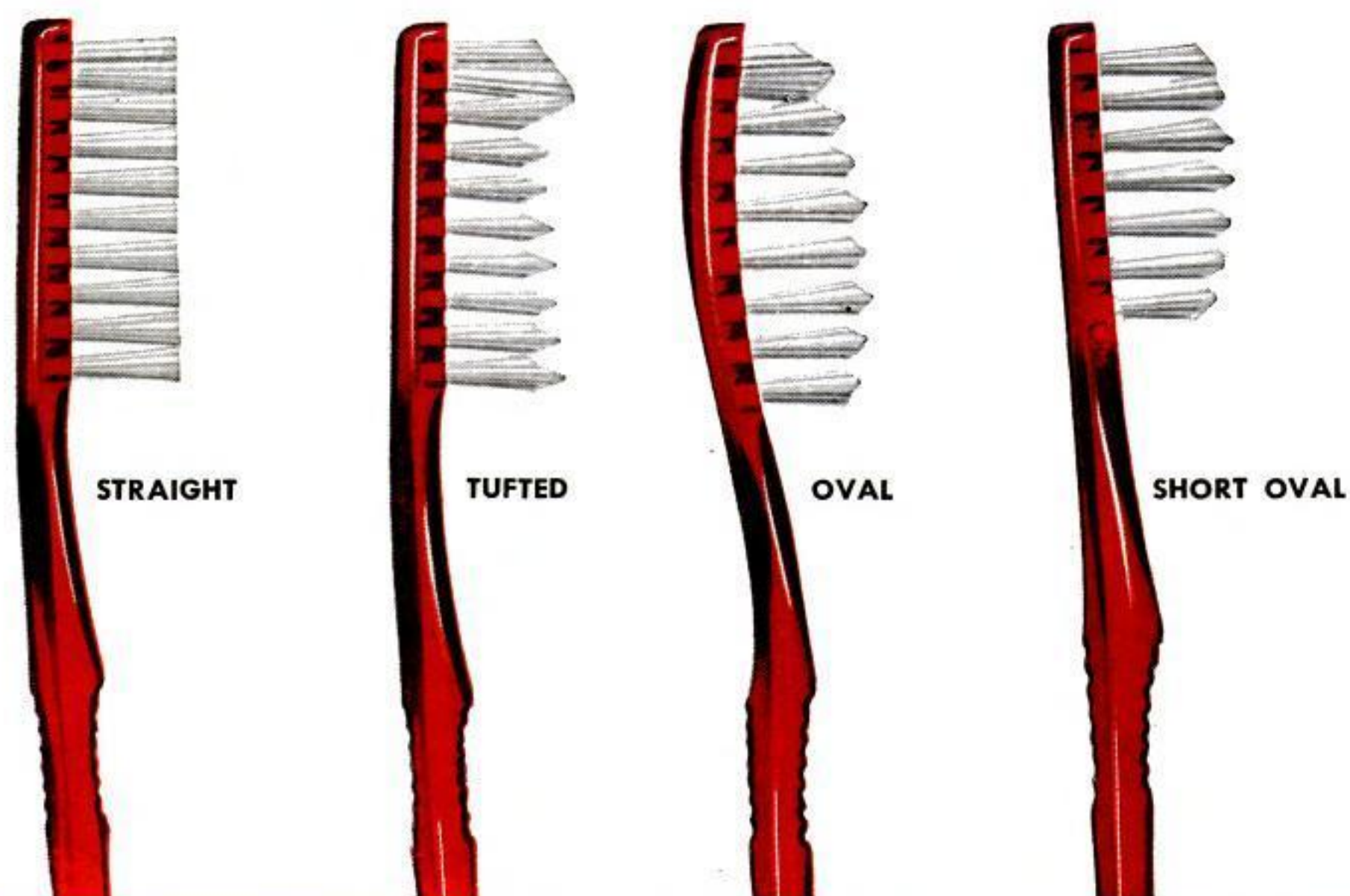
Not very long ago the overhead telephone lines were being removed from the poles on Lincoln Street. The ivy-covered telephone pole in front of the Feldman home was about to be taken down. Its work was done.

But, when the telephone crew arrived, Mrs. Feldman came out to meet them. "Couldn't it be left standing?" she asked. And then she told them about her son.

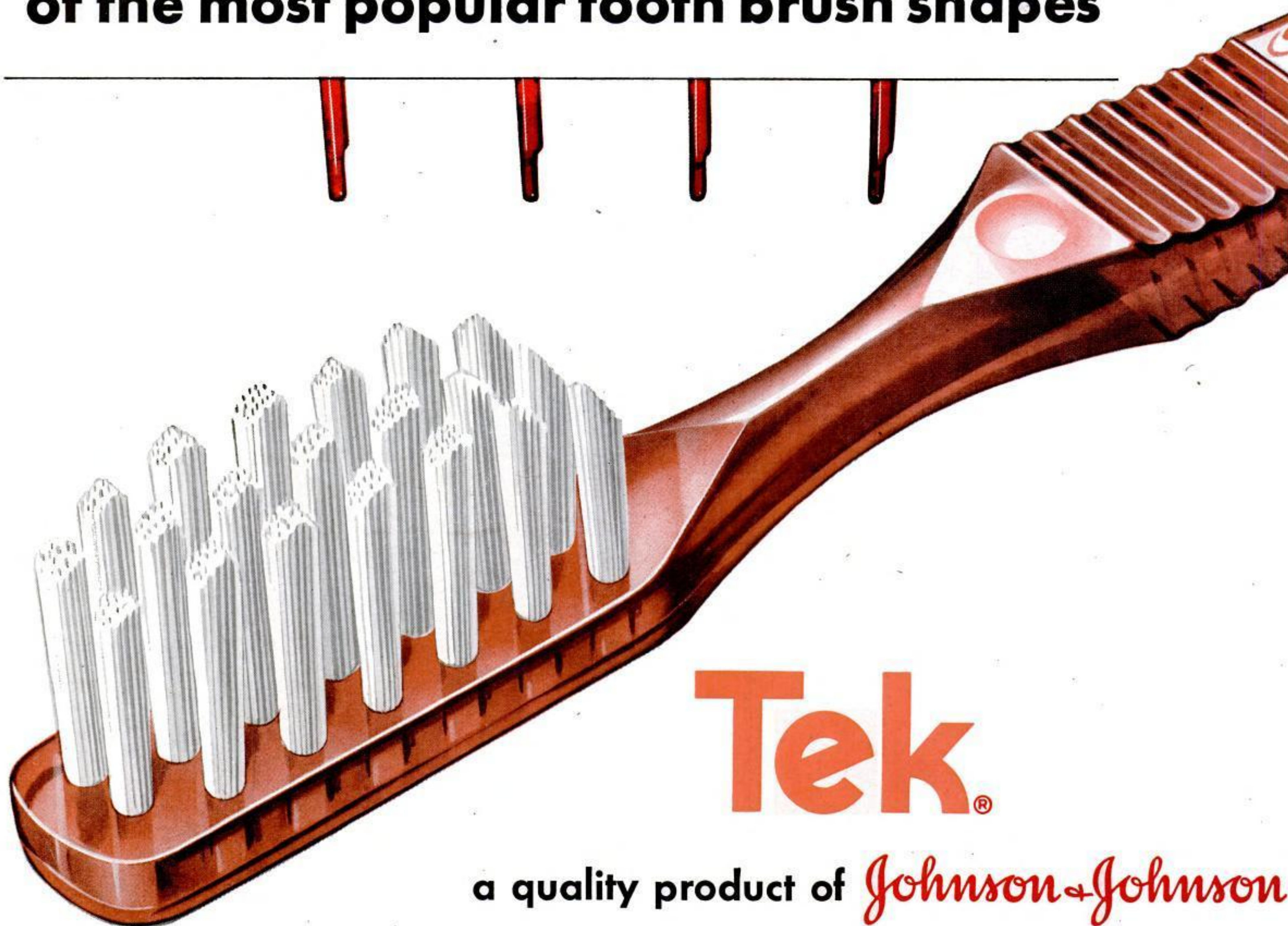
So the pole, although no longer needed, wasn't touched at all. At the request of the telephone company, the Portland City Council passed a special ordinance permitting the company to leave it standing. And there it is today, mantled in ivy, a living memorial to Sergeant Danny Feldman.

BELL TELEPHONE SYSTEM





**For the first time at 29¢ – your choice
of the most popular tooth brush shapes**



Tek[®]

a quality product of *Johnson & Johnson*

special 2-for-51¢ introductory offer



AMERICAN EXHIBIT at fair included picture of Dr. Salk and family, and a vial of his serum (center). Two firms in Italy will produce the serum.

U.S. FUMBLE AND A RECOVERY

Although private U.S. firms have long exhibited at Milan, this was the first year that the U.S. government put on an official show at the fair. Small and lusterless, the U.S. exhibit presented a section of "a typical American home," some plane and train models and photo-murals of American scenes. The Italians were disappointed that the rich U.S. had made so little effort, and a U.S. businessman called the display "the kind of corny thing you expect from the Russians."

But on American Day at the fair, U.S. Secretary of Commerce Sinclair Weeks and U.S. Ambassador Clare Boothe Luce turned up in Milan. Their presence affirmed what the U.S. exhibit had failed to convey: the U.S. interest in the progress and prosperity of Italy.



AMERICAN SPEAKER, Commerce Secretary Weeks, addresses Milan banquet of U.S. Chamber of Commerce for Italy. Mrs. Luce is to left of Weeks.

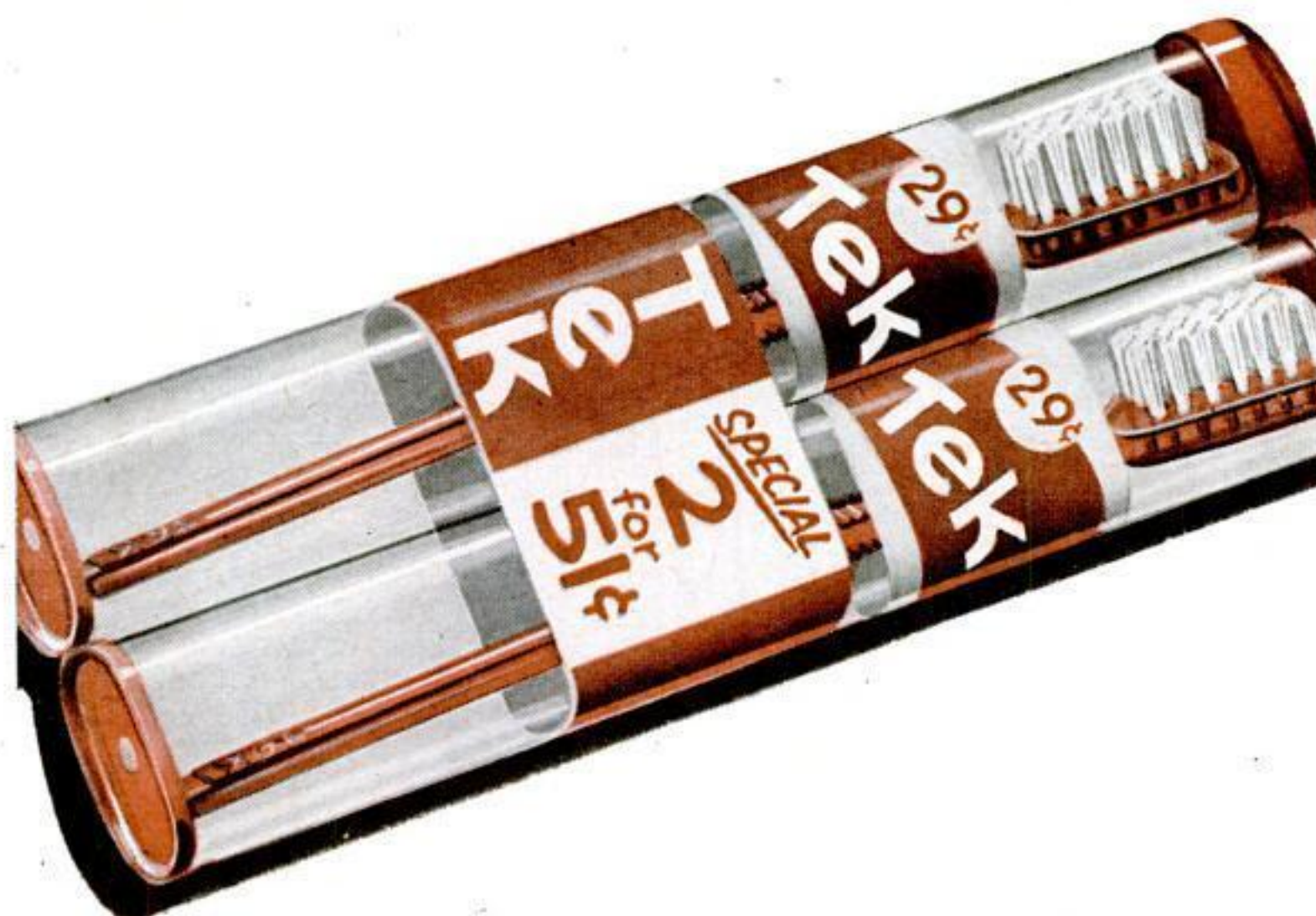


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Special introductory offer

Your favorite store is now featuring a special offer: Two new Tek 29¢ tooth brushes for only 51¢ — choice of tooth brush shapes and colors. Hard, medium or soft. Buy them today . . . for every member of the family. Offer ends July 31, 1955.

2 for 51¢



Tek-Hughes, World's largest maker of personal brushes, WATERVLIET, NEW YORK

ALWAYS SMOOTH... NEVER HARSH OR BITTER...

Old Gold treats you

... OLD GOLD'S EXCLUSIVE
OF BRIGHTER, MORE GOLDEN TOBACCOS



START TODAY, WITH WHICHEVER TYPE OF CIGARETTE YOU PREFER: REGULAR SIZE, KING SIZE OR FILTER KINGS. OLD GOLD—AND ONLY OLD GOLD—GIVES YOU YOUR CHOICE OF ALL THREE!

Now—try the

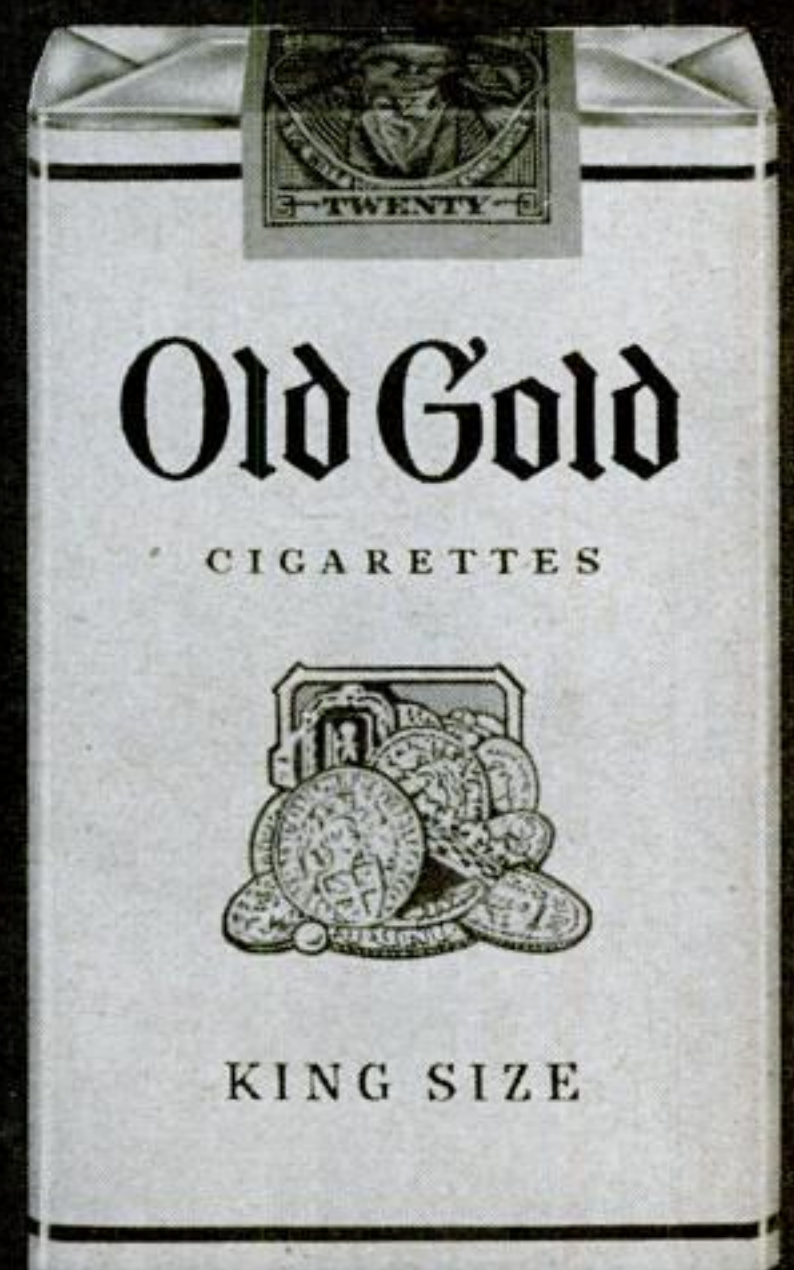
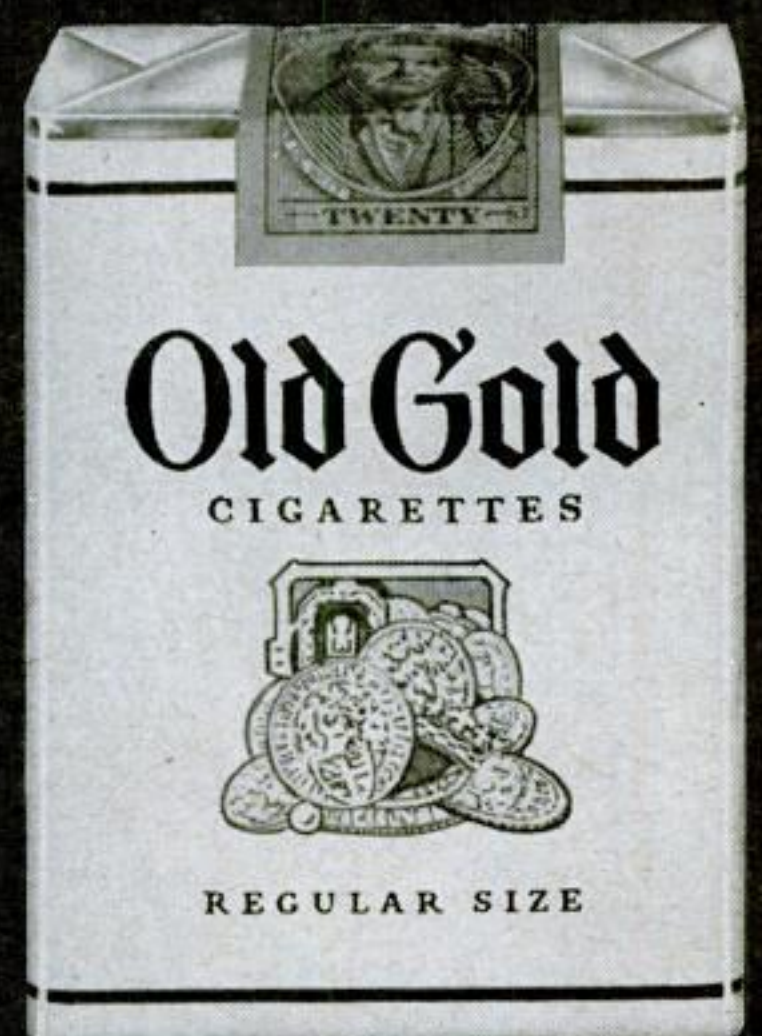
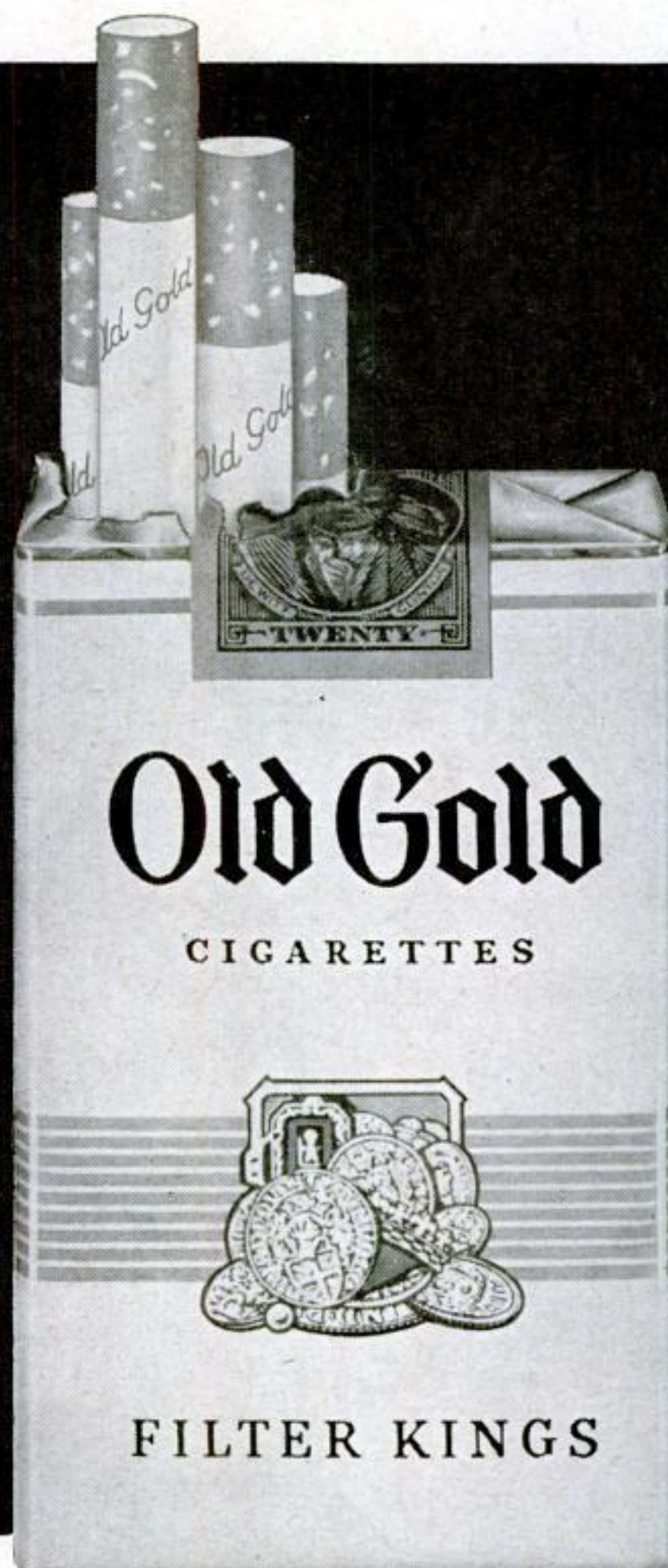
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'MOISTURE-FRESH" BLENDING

TREATS YOUR TASTE RIGHT

FROM THE FIRST YOU LIGHT TO YOUR LAST AT NIGHT



ONE GREAT NAME FOR THREE GREAT SMOKES

1. New Filter Kings

True flavor—truly filtered. Every easy draw will tell you, *a true tobacco treat. Tastes good*—all day, every day. Full king size. Popular filter price.

2. Regular Size

Treats your taste right—all day long—thanks to the brighter, more golden tobaccos that the very name Old Gold tells you Old Gold uses.

3. King Size

If you like 'em *long*—here's the one you've longed for! Always smooth, never harsh or bitter. Really *comfortable-tasting*—from the first you light to your last at night.

"Filter Kings" is a trade-mark of the P. Lorillard Co.

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1st Famous Name Filter Cigarette: Old Gold Filter Kings

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Here are 3 ways to recognize a good buy in automobile insurance!



1 If you're involved in an away-from-home accident—the first thing you want is help from the local agent of the company you're insured with. If you can get it, your policy has passed at least one important test!



2 When your car is damaged (whether the damage is serious or not), you want your claim settled quickly . . . *without* lengthy correspondence. If your agent can help you do this—your policy has met the second test.



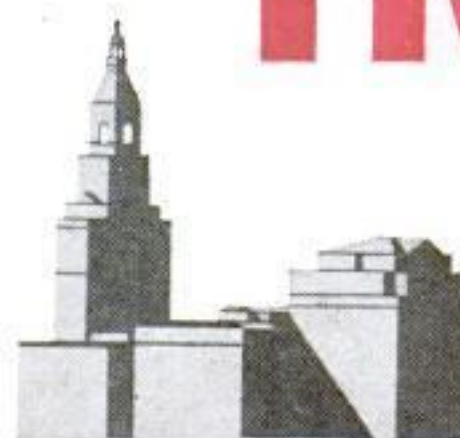
3 You want to be sure that the *company* you're insured with—the organization behind that piece of paper you hold—has the experience, the skill and the imagination to keep automobile insurance as up to date as today's new cars and new super-highways. Then as your needs change, so will your insurance!

Here's how The Travelers stands: There are thousands of Travelers representatives all over the country pledged to give you the kind of service in *their* towns that you'd expect from your own agent at home. The Travelers has more claim offices than any other company writing automobile insurance. The Travelers wrote the *first* Automobile Liability policy, and has been a leader in this line since 1898.

The only automobile insurance that's a good buy is the kind that will serve you when you have an accident. *Then*, only the best will do!

YOU WILL BE
WELL SERVED BY

THE TRAVELERS



INSURANCE COMPANIES, HARTFORD 15, CONNECTICUT

*All forms of personal and business insurance
including Life • Accident • Group •
Automobile • Casualty • Fire*

SYMPATHY FROM TRUMAN

He cheers an injured reporter

Responding to an invitation from Frank Clement, the state's young Democratic governor, former president Harry Truman turned up at an East Tennessee mountain festival honoring the ramp, an onionlike wild plant so pungent that regional rattlesnakes are said to detour widely rather than have to slither across it.

Mr. Truman thoroughly eschewed the ramps, but showed that he had lost little of his old gifts for the pungent phrase. Consoling a reporter who had fallen into a creek and been injured, Mr. Truman, mindful of a recent vice-presidential fishing mishap (*LIFE*, April 25) said, "Son, I was afraid you might have been imitating Nixon and jumped into the creek."

His visit, Mr. Truman said solemnly, was nonpolitical. "I never discuss politics on Sunday. I think six days a week is enough for that." Politicians reasoned that Mr. Truman had come to the festival largely to boost the prestige of Governor Clement and was politicking at low pressure for good reason (*next page*).

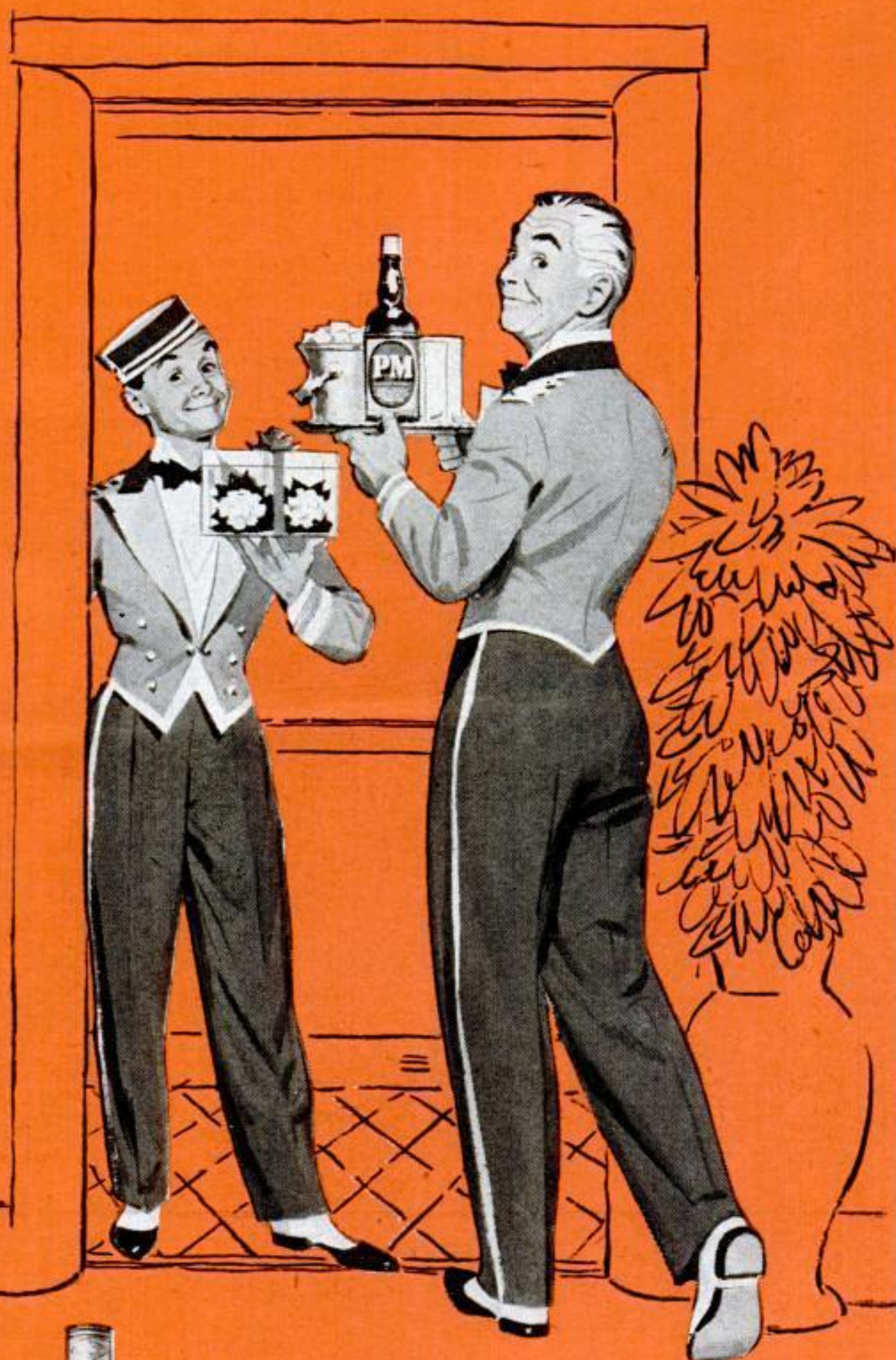


REASSURING the reporter, Hank Trehwitt of Chattanooga Times, Truman makes a paternal gesture.

← HURRYING, Truman and Governor Clement (*far right*) come to reporter who fell from bridge (*rear*).

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Truman CONTINUED



DEMOCRATIC HANDSHAKE goes to Army Captain Charles McGaha, local boy to whom Truman as president gave Congressional Medal of Honor in 1946.

A SERMON TO THE REPUBLICANS

As a politician Harry Truman was in alien, or solidly Republican, territory. The festival community of Cosby had in 1948 given Candidate Truman 20 out of 400 votes cast. Among the familiar faces he saw last week were both a hero whom he had decorated and a former national chairman of the Republican party with whom he had feuded. Politician Truman met the situation adroitly by making his speech a light, lively "nonpolitical sermon" on the virtues of tolerance and neighborliness. He had just the right allusion to characterize the offensiveness of intolerant people: they were strong, he said, like the ramp.



REPUBLICAN CROWNING honors Ramp Queen as Representative Carroll Reece, former G.O.P. national chairman, bestows tiara on Mary Lee Thomas.

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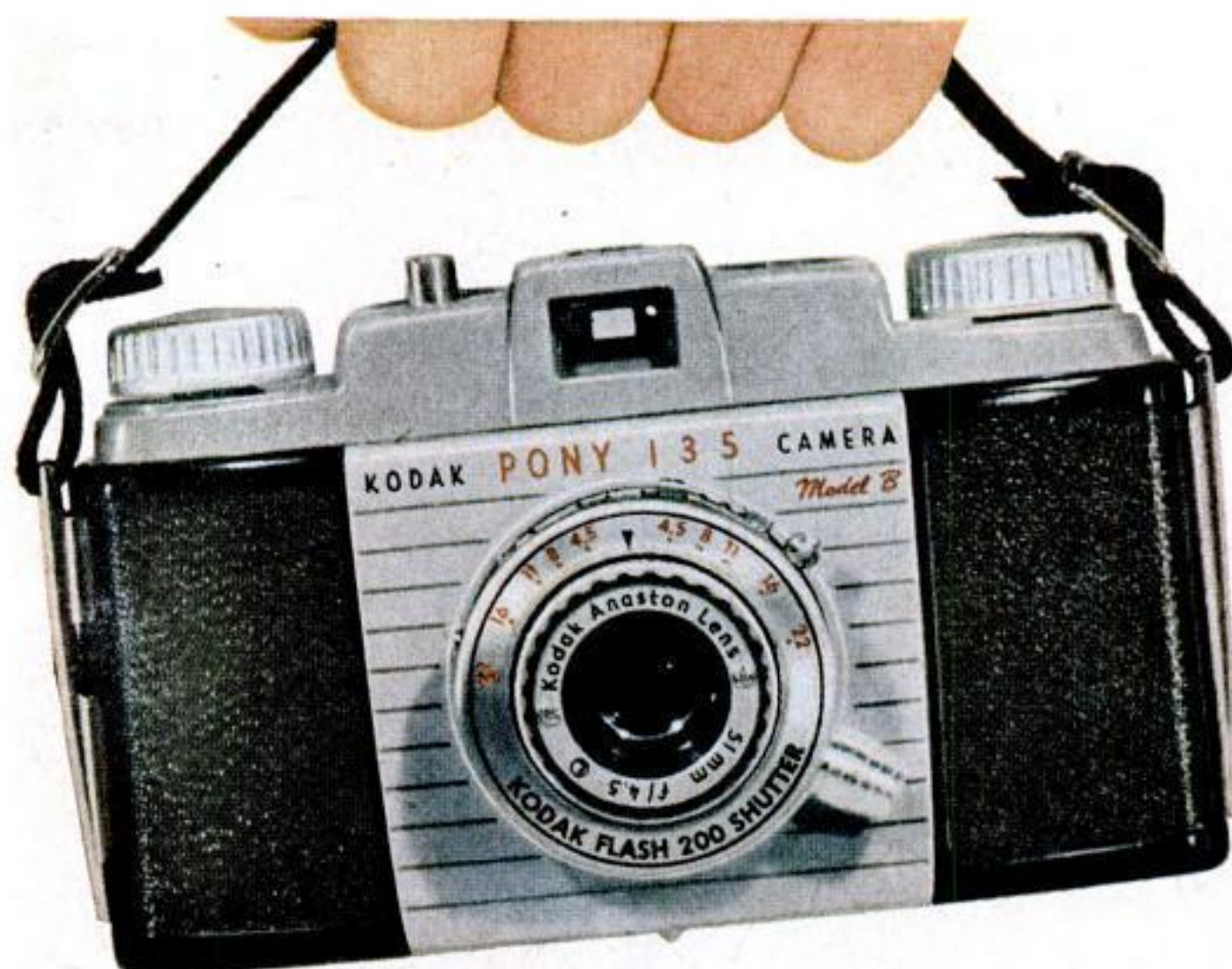


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You season your homemade dressing just the way your family likes it. And because it costs *less* than bought dressings, you *save* on every salad.

Meals

1-Minute French Dressing

| | |
|--------------------|----------------------|
| 1 teaspoon salt | ¼ teaspoon pepper |
| ½ teaspoon sugar | *¼ cup Heinz Vinegar |
| ½ teaspoon paprika | *¾ cup Wesson Oil |

Combine and shake well in covered jar. Shake well before using. Makes 1 cup.

*For a sharper dressing, use ⅓ cup Heinz Vinegar and ⅔ cup Wesson Oil.

1 Chef's Salad Plate 447 Calories

3 ounces of chicken† (about ¾ cup) and 1 carrot cut in Julienne strips, with 1 tomato and 1 hard-cooked egg, sliced, on bed of curly endive, centered with a caulifloweret. Serve with 2 tablespoons of—

Ketchup Dressing: To ½ cup of 1-Minute French dressing add 2 tablespoons Heinz Ketchup and 1 tablespoon chopped chives.

†Or lean ham strips if you are not counting calories so closely.

2 Fruit Plate 513 Calories

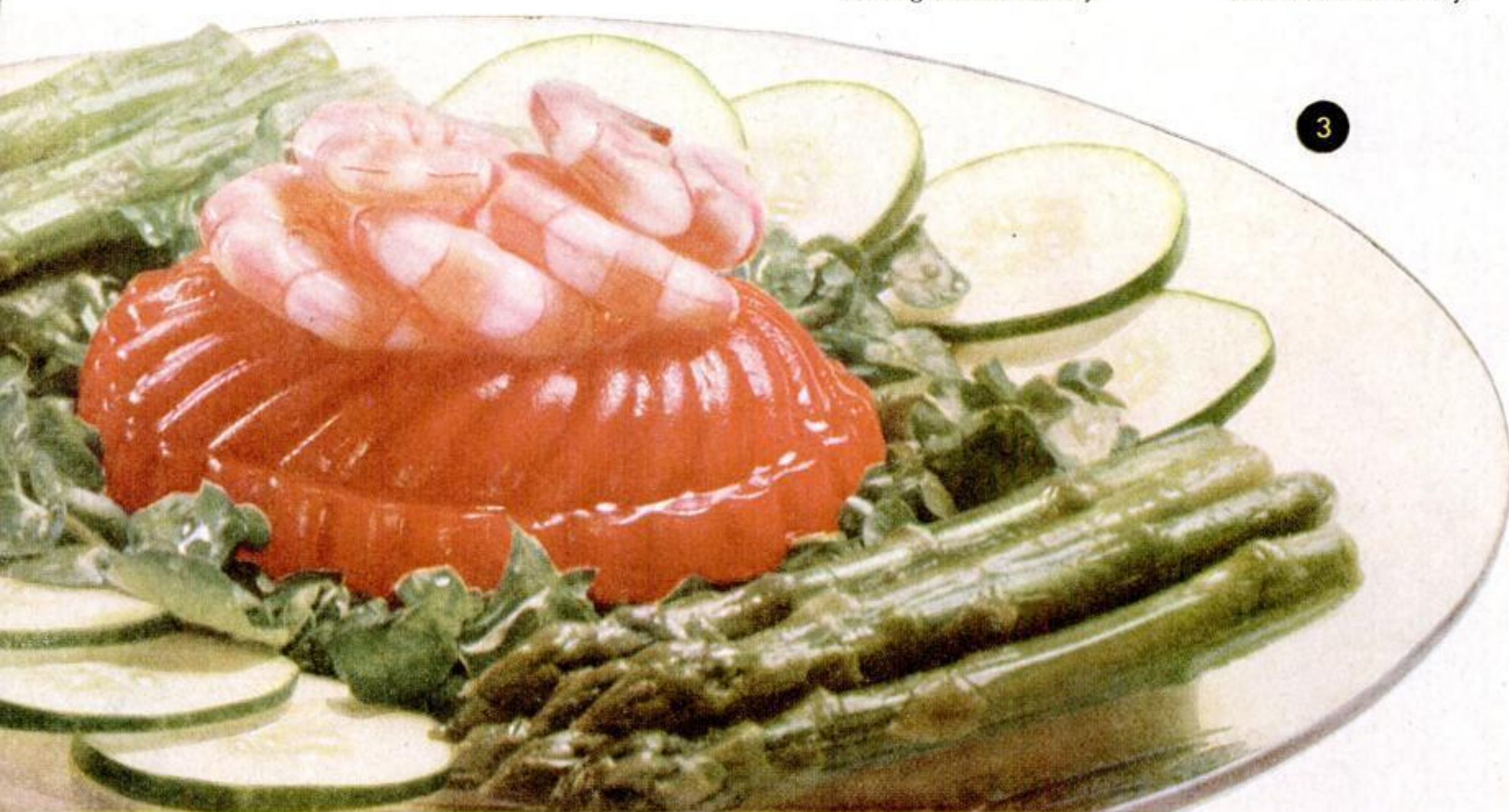
2 peach halves filled with 5 tablespoons cottage cheese, ½ cup fruit-flavored gelatin cubes, 1 banana and ½ apple, sliced, dipped in lemon juice, and arranged on escarole leaves. Serve with 2 tablespoons of—

Creamy French Dressing: To ½ cup of 1-Minute French dressing add gradually ⅓ cup of light cream, beating constantly with rotary beater until thick and creamy.

3 Shrimp Plate 346 Calories

Tomato aspic ring (½ cup) filled with ½ cup of shrimp (such as Blue Plate or Gulf Kist brand shrimp), 8 cucumber slices, 10 asparagus spears and sprigs of water cress. Serve with 2 tablespoons of—

Nippy French Dressing: To ½ cup of 1-Minute French dressing add 2 tablespoons chopped green onions, 1 teaspoon prepared mustard and 1 teaspoon horseradish.





"LOVE AT FIRST SIGHT" by Haddon Sundblom. Number 107 in the series "Home Life in America"

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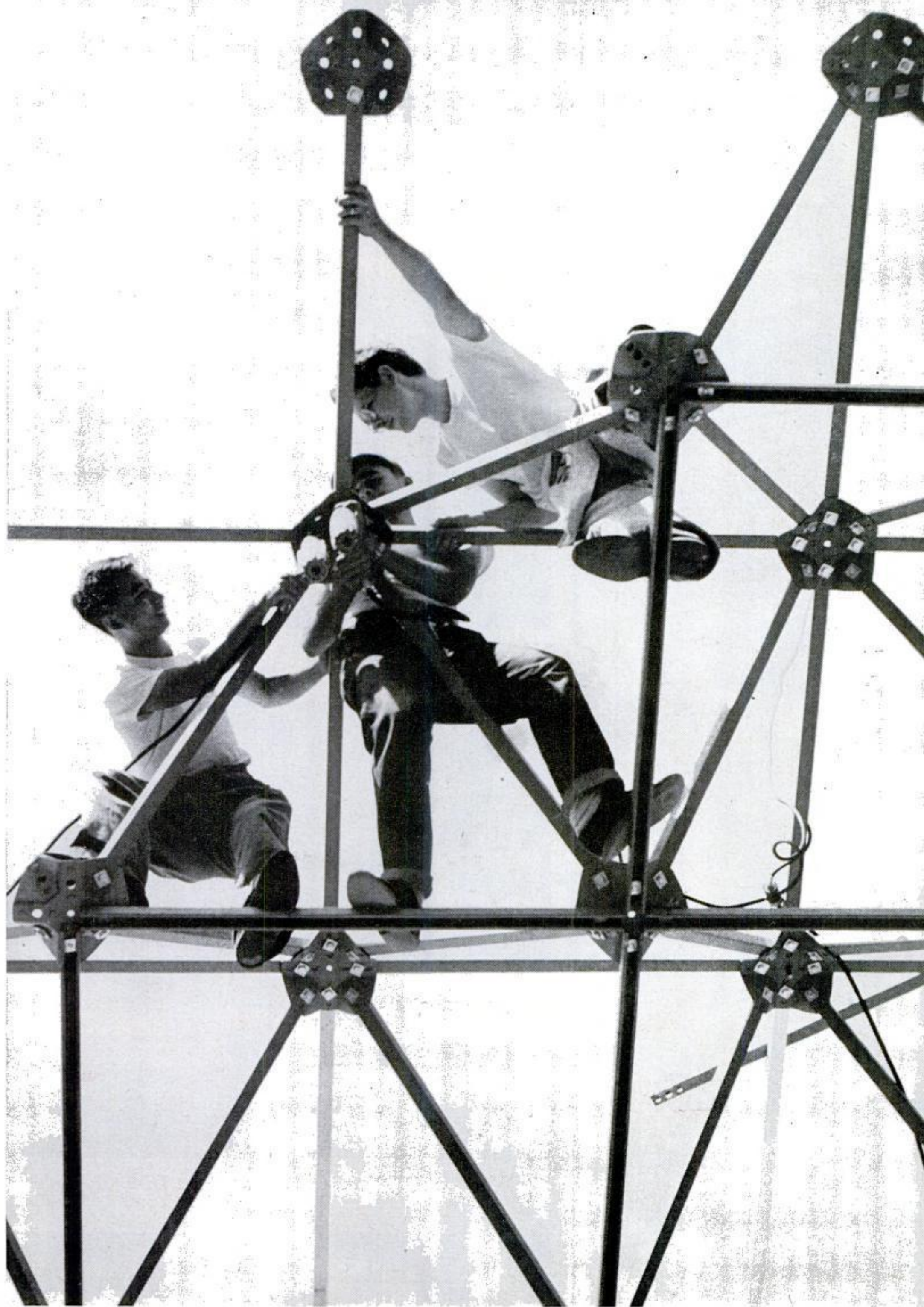
Important minerals—including certain basic elements our bodies use up every day—are among the natural ingredients of beer.



The way it "goes with everything." Beer fits right in with the friendly informal kind of social gathering that's so typically American. That's why beer and ale are traditionally considered "America's Beverages of Moderation."

Beer Belongs—Enjoy It! *America's Beverage of Moderation*





STEEL MEMBERS FOR ROOF ARE BOLTED TOGETHER BY STUDENTS WHO SAY THEY WORK LIKE GIANT MECCANO SET

SPIDER WEB BUILDING

Students erect steel structure which is put together like a Meccano toy

Building with steel is usually a complicated matter that requires expert drillers, riveters and welders. But in the past few months, 20 students at the University of Michigan have erected a steel building using no special skills and only one tool—a wrench for tightening nuts. They worked with a new kind of steel rod called Unistrut, four-foot-long members that bolt together in a pattern like a spider web.

The university used Unistrut as an experiment in erecting light, cheap buildings that go up quickly and easily and can also be taken down easily. The structure has already passed all the strain and weight tests run by the university's Engineering Research Institute. Now being used as one of the architectural school's buildings, it could serve as a model for new schools which are so much needed through the U.S.

CONTINUED ON NEXT PAGE



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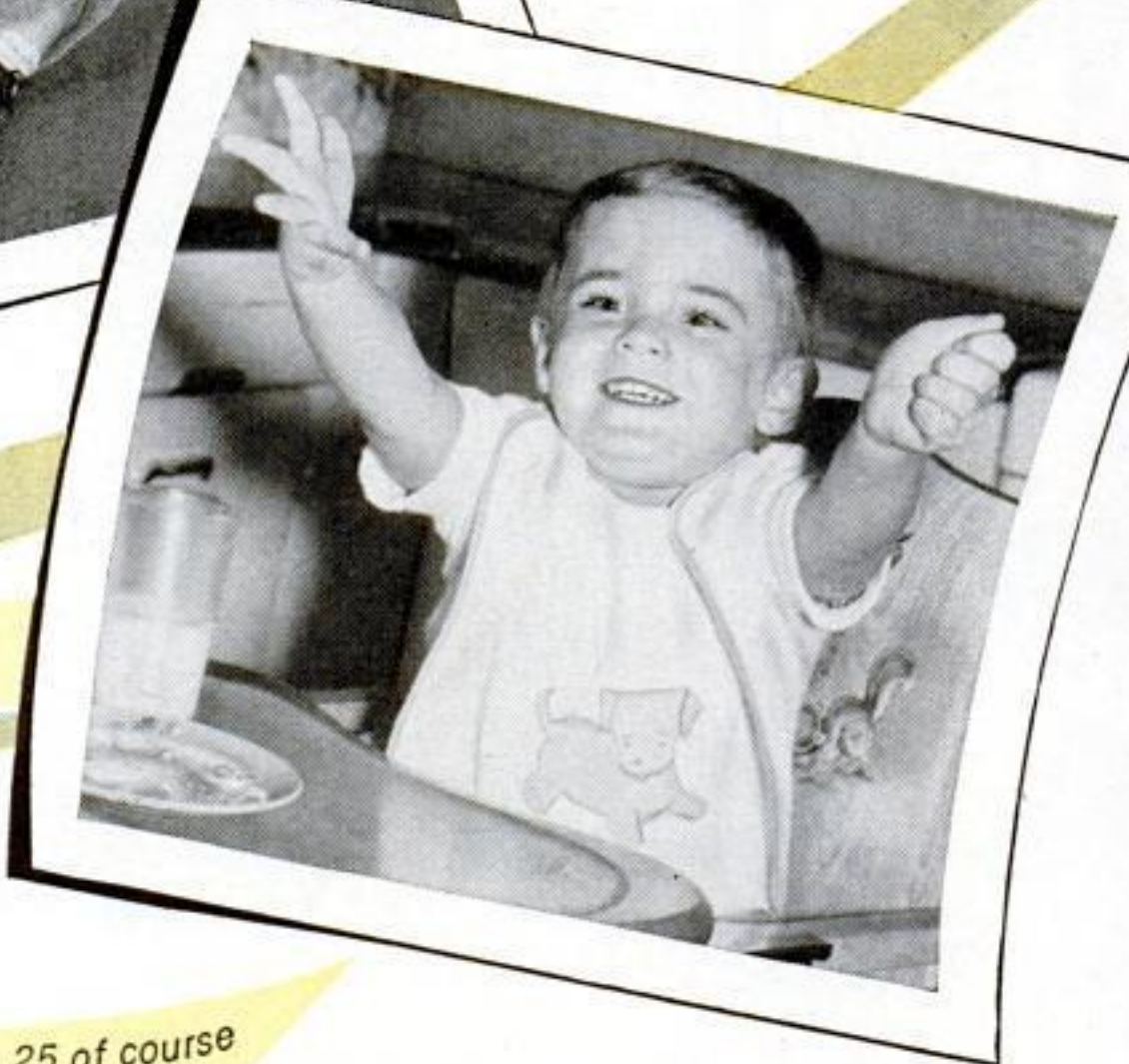
Distance shots?



Action shots?



Close ups?



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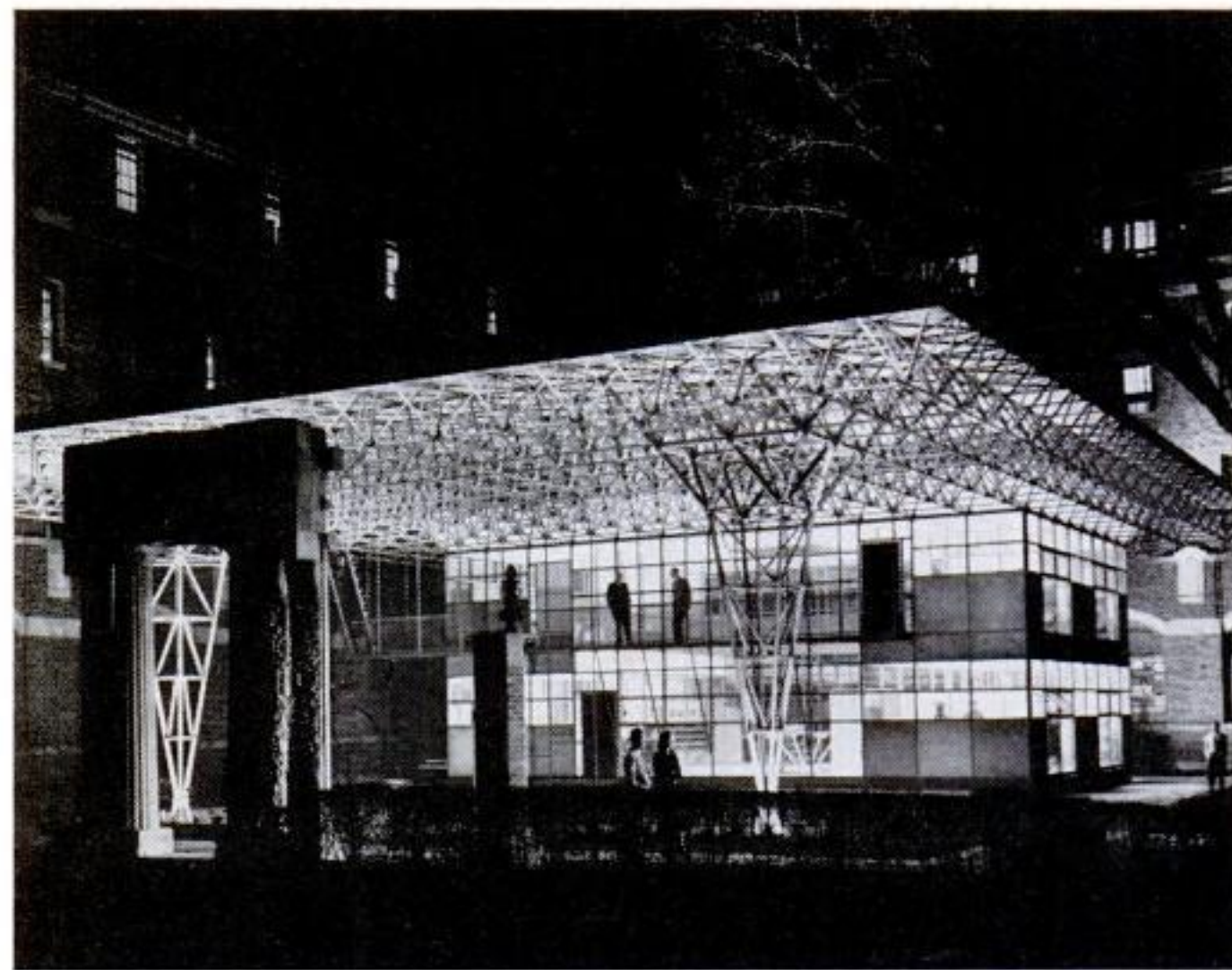


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Spider Web Building CONTINUED



BASIC PARTS of Unistrut building are short steel rods fastened by bolts. Here two of student builders tighten the bolts with an electric impact wrench.



UNISTRUT BUILDING on campus is covered by weblike roof resting on triangular columns. Foundation for building is structure similar to the roof.



BUILDING'S WALLS are covered with plastic wrapped around structure, providing continuous windows. Interior has two balconies joined by catwalk.



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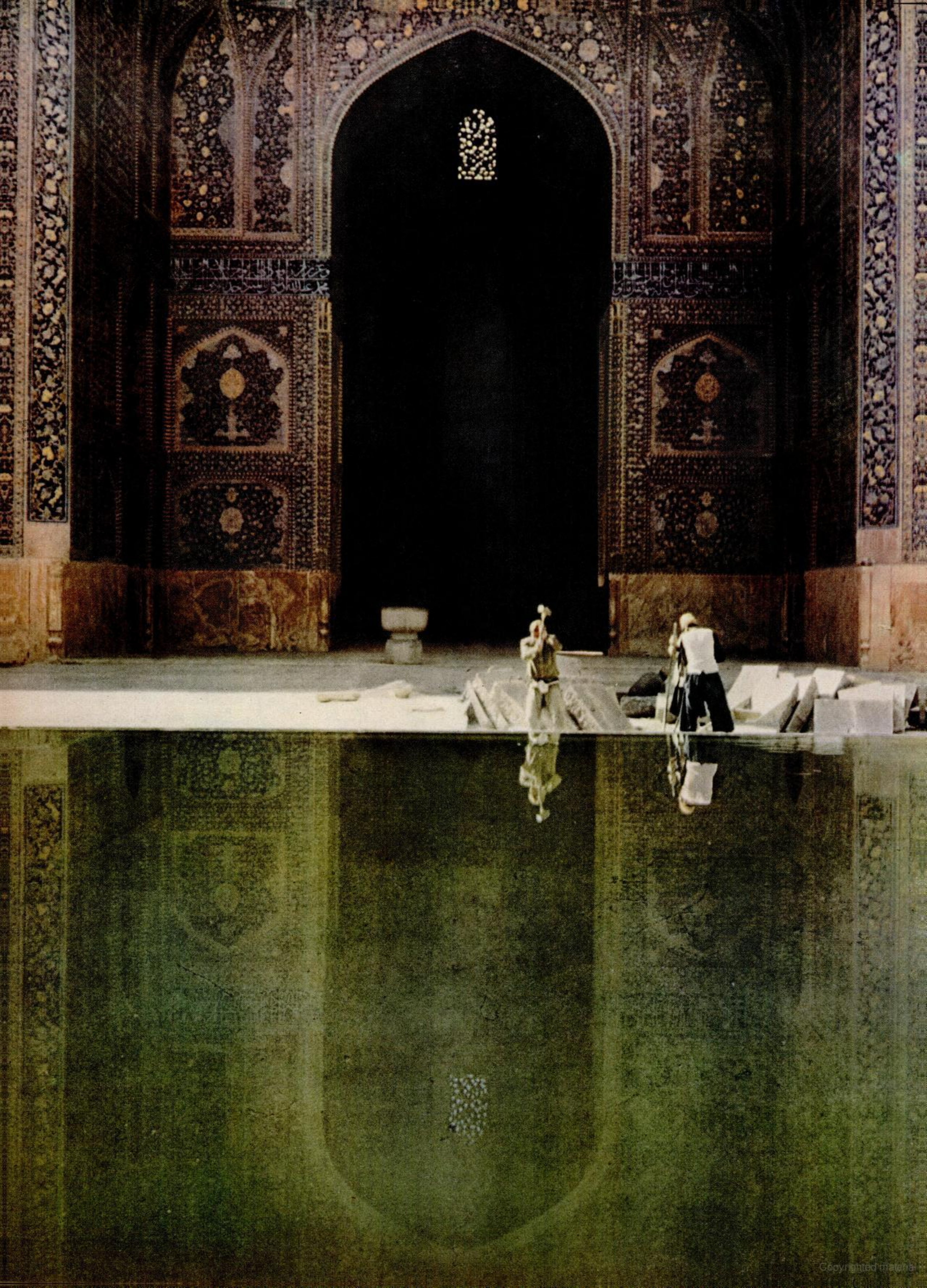
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THE WORLD OF ISLAM

IN ARABIA MOHAMMED FOUNDED A MONOTHEISTIC FAITH WHICH EMERGED TO CLAIM ONE SEVENTH OF ALL MANKIND

ISLAM, the youngest of man's great universal religions, is also in many ways the simplest and most explicit. It venerates a single, all-powerful God. Its founder, Mohammed, was neither savior nor messiah, but a man through whom God chose to speak. Its faith, unclouded by subtle dialectic, concerns itself as much with man's behavior in this world as his fate in the hereafter. Unlike other religions which evolved slowly from obscure and legendary origins, Islam came into being in the full light of history and spread with hurricane speed. Within a few years of Mohammed's death in 632 it had overwhelmed the entire Middle East; within a century its dominions extended from Gibraltar to the Himalayas. Today its adherents, 300 million strong, encompass nearly one seventh of the total population of the earth.

The reasons for Islam's huge initial success lie entangled in the web of history—in the chaos of the Mediterranean world, and in the zeal and martial skill of the Arab armies. But its continued strength and durability derive from the nature of its appeal—simple, lucid and affirmative—which has preserved the unity of Islam through 1,300 years. For Islam is more than a formal religion, it is an all-pervasive way of life, guiding thought and action to a degree without parallel in the Western world. A key to its power lies in the word "Islam" which means "to submit"—i.e., to the will of God. The word "Moslem" is derived from the same root, hence "one who submits." Each true Moslem, therefore, lives face to face with God at all times. To the believer, religion and life, faith and politics are inseparable. The conviction that God is omnipresent ruler and omniscient judge imparts to Moslems around the world a dignity and confidence that has rendered them impervious to both adversity and apostasy. In the broadest sense Islam is a brotherhood of men under God, transcending barriers of race and nation, united in an organized effort to execute God's will.

Another bulwark of Islam's strength is its assurance that the utterances of Mohammed, as preserved in the Koran, represent the final and absolute word of God. To the Moslems they supersede all previous revelations and confirm the truths of the Old and New Testaments. The God of Islam, Allah, is basically the monotheistic God of Judaism and Christianity. But in Moslem eyes his word was incompletely expressed in the earlier scriptures and fulfilled only in the Koran. In the same way Islam respects and reveres the biblical prophets from Abraham to Christ, contending

only that Mohammed was the last and greatest of all, the Seal of the Prophets. While denying the divinity of Christ, Islam has also repudiated attempts to deify Mohammed who insisted that he was but a man chosen somehow to be the mouthpiece of God.

At Mohammed's birth (traditionally 570 A.D.), Mecca was a prosperous transfer point on the ancient spice route between India and Syria. It was also a religious center to which the pagan Arab tribes made pilgrimages to worship at the city's numerous shrines. Of these the most revered was a rectangular edifice called the Kaaba ("Cube"), containing various idols and, in one corner, a black meteorite that had streaked out of the heavens one night in the forgotten past. Mohammed was born into a reputable family of the Koreish, the dominant tribe in Mecca. In youth he had ample opportunity to observe current religious practices, for the Koreish were custodians of the Kaaba and concessionaires to the pilgrims who came to visit the shrines. He early developed a distaste for the idolatry of the Bedouin, and with it a growing respect for Jewish and Christian monotheism.

Of sensitive and contemplative disposition, Mohammed often wandered into the hills to meditate, sometimes for days at a time. One night the archangel Gabriel appeared to him in a vision and cried, "Recite!" From this initial revelation Mohammed articulated the first units of the Koran. Overwhelmed at first with awe and terror, he became convinced, as other visions followed, that he was indeed the prophet of Allah, the true and only God. For a decade or more the revelations continued. Without his will, as he stood entranced in the city streets or

beside the Kaaba, utterances in poetic or rhythmic prose poured from his lips. Outraged by his denunciation of the idols that attracted the pilgrim trade, the Meccan merchants heckled him and threatened his life. At length, in 622, Mohammed fled Mecca to the friendlier city of Yathrib, 220 miles to the north. The year of his Hegira (withdrawal) is the year One of the Moslem calendar.

At Yathrib, which was renamed Medina en Nabi (City of the Prophet), Mohammed won quick success both as a religious leader and governor of the city. A series of armed encounters between his supporters and the Meccans led to an intercity war. It ended in 630 when Mohammed entered Mecca in triumph and destroyed the idols in the Kaaba, leaving only the Black Stone. In the next two years he so consolidated his position as prophet and ruler in

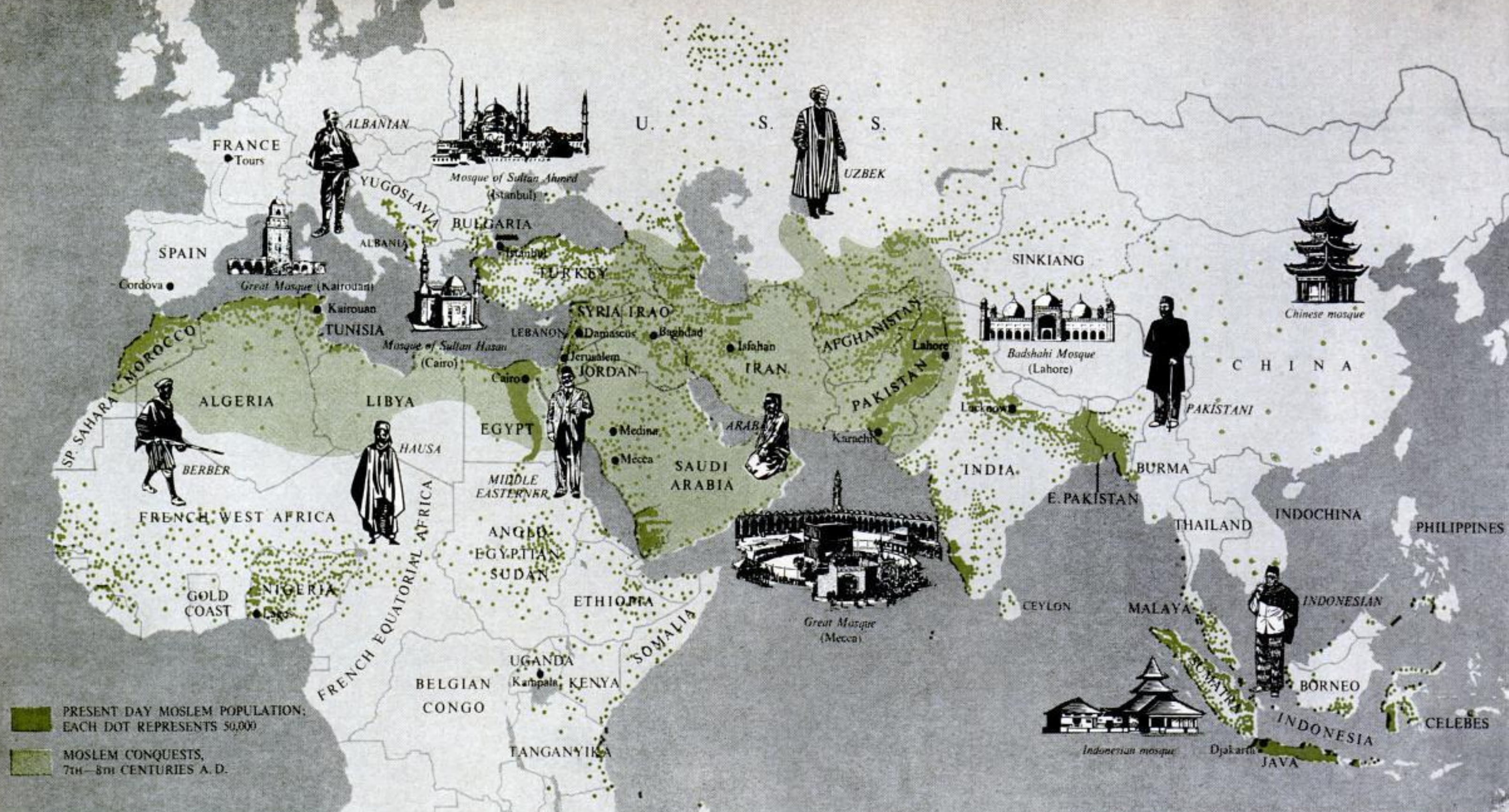


THE KORAN is the revealed scripture of Islam, transmitted to Mohammed by Gabriel, as intermediary between Allah and His Messenger. Eighth Century copy shown here is in Cairo.

CONTINUED ON NEXT PAGE

MOSQUE OF THE SHAH at Isfahan, Iran, is adorned with exquisite tiles and arabesques. The pool was formerly used for ritual ablutions. Mosques are not churches or temples, but unconsecrated meeting places for prayer.

Photographed for LIFE by DAVID DOUGLAS DUNCAN and M. AFZAL MALIK, DJAMAL TCHANDERLI, ABDUL GHAFUR SHEIKH, JAMES BURKE



THE MOSLEM WORLD stretches half around the globe from Morocco to the Indonesian isles. From its birthplace in Arabia, Islam overran much of the Mediterranean world and the Middle East in the Seventh Century, A.D.

Thence it spread across Asia. Today the largest Moslem nation is Indonesia, with 70 million followers of Islam. The second largest is Pakistan with 65 million. Thirty-two nations, states and territories have Moslem majorities today.

WORLD OF ISLAM CONTINUED

Arabia that his death in 632 did not halt the impetus of the new faith which was ready now to erupt into the unsuspecting outside world.

Whether the Koran was set down in full during Mohammed's lifetime is unknown. It is certain that an authoritative version was prepared by one of Mohammed's secretaries soon after his death, approved by a committee of his followers and preserved thereafter as the accepted canonical text. The Koran contains many legends and traditions paralleling those of the Bible and pagan Arabia. Its teachings have been accepted by Moslems as the revealed word of God and have provided the basis of the law of Islam. Its primary doctrines are simple—pure monotheism and the Last Judgment. Although the existence of a supreme deity, Allah, had long been acknowledged by the Arabs, Mohammed emphasized Allah as the one and *only* God. (In Moslem eyes the Christian doctrine of the Trinity is faintly polytheistic.) Undergirding the principle of the Oneness of God as sole creator and sole judge is the doctrine of the Last Judgment. Far more than the Bible, the Koran is vivid and explicit (perhaps in metaphor) about the delights of Heaven and the terrors of Hell—the former featured by gardens, fountains, flowing wine and lovely virgins, “the Houris, with large dark eyes, like pearls hidden in their shells”; and the latter by “coverings of fire . . . pestilential winds and . . . scalding water.”

Though he instituted neither an organized priesthood nor sacraments, Mohammed prescribed a number of ritualistic observances, known as the Five Pillars of Islam. They are: 1) Acknowledgment of the unity of God, and belief, as expressed in the creed, *la ilaha illa'llah; muhammad rasulu'llah*—“There is no God but Allah; Mohammed is the Messenger of Allah.” 2) Prayer—performed five times daily, facing Mecca, wherever one might be; and on Fridays in the mosque. 3) Almsgiving—as an offering to Allah and an act of piety. 4) The fast of Ramadan (pp. 84, 85). 5) Pilgrimage to Mecca (pp. 76, 77). In addition to these major directives of religious duty, the Koran also contains an immense body of moral and legal ordinance. It forbids believers to eat pork, gamble or practice usury. It lays down rules for marriage and divorce, and penalties for crimes. Among its most inviolable edicts the Koran forbids the making of images, an injunction that explains the absence of any picture or statue of Mohammed anywhere in orthodox Islam.

One year after Mohammed's death the forces of Islam burst out of

the Arabian peninsula into an astonished world that hitherto had scarcely known of their existence. Under the skilled generalship of the first three caliphs, Abu Bakr, Omar and Othman, it took less than two decades to invest the richest principalities of the Near East. Syria fell in 635, Iraq in 637, Palestine in 640, Egypt in 642, and in 650 the entire Persian Empire. So swiftly did the onrushing armies advance that in the beginning they had time neither to convert nor govern their new domains. They contented themselves with exacting tribute, granting tolerance to all who paid it. Yet in ever-growing numbers, hordes of their conquered subjects embraced the new dynamic faith that had come upon them from the desert wastes.

As triumph piled on triumph, the momentum of conquest carried the Arabs eastward to India, westward to the Atlantic, and across the Strait of Gibraltar into Spain, Portugal and France. At last in 732, in one of the decisive battles of history, they were halted by the Franks at Tours. Yet their energies were not yet spent. The Ninth, Tenth and Eleventh centuries were the golden age of Islam. Awakened by exposure to the Greco-Roman, Byzantine and Persian heritage, Islam evolved a brilliant culture of its own. Art, philosophy and poetry flourished in Baghdad and other great cities of the Arab Empire; mathematics and medicine advanced; Moslem architects created masterworks like the mosque of Cordova, shown as it appears today, on the opposite page. And the message of Islam continued to spread, borne by merchants and wandering Sufis (mystics) across Asia to the Indonesian islands.

Yet for all its vast successes, Islam was beset from the beginning by internal discord. The first disputes had arisen over the question of Mohammed's successor, and out of these early conflicts rifts developed that persist to this day. In time, too, doctrinal differences gave rise to schismatic sects and splinter groups (p. 87). But somehow Islam stood outwardly intact. Today it looms, as it has through the ages, a religious monolith astride the middle latitudes of three continents. Though its once great empire has been dismembered by the surgery of modern nationalism and debilitated by economic adversity, Islam remains welded together by the binding force of the faith. From Morocco to the Malacca strait, Moslems profess the same beliefs, utter the same prayers, turn their eyes toward the same holy city. It is these things that still render Islam, for its diverse millions, the kingdom of God on earth.

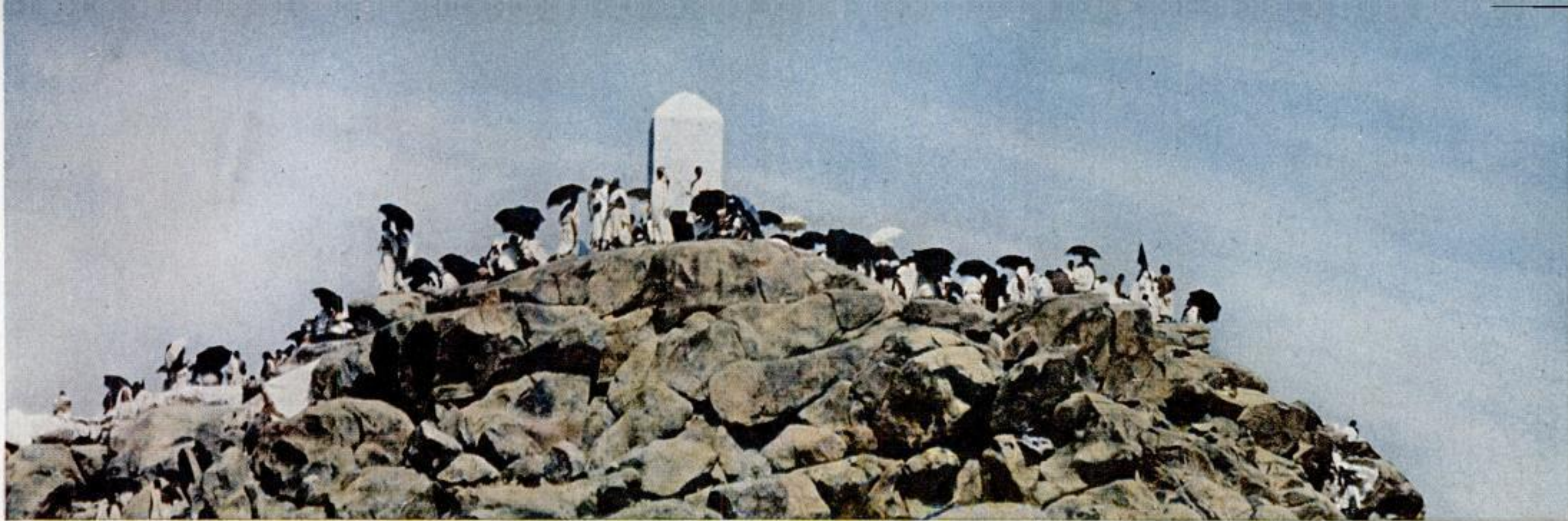
ISLAMIC ARCHITECTURE in Spain today houses a Christian shrine. A great mosque begun in the Eighth Century, when Cordova was the capital of Moslem Spain, it became a cathedral when the Christians retook the city.





THE GREAT MOSQUE OF MECCA is filled with the faithful during the days of the hadj. Here all pilgrims begin devotions by circling seven times around the Kaaba, holiest shrine in Islam, touching the Black Stone in its

southeastern corner. The Kaaba contains a single room which is empty save for hanging lamps and a ladder to the roof. The brocaded covering is renewed each year. The pavilion in center foreground houses the sacred well, Zamzam.



THE MOUNT OF MERCY, a low hill rising from the Plain of Arafat, is the focal point of the pilgrimage. Here, according to legend, Adam and Eve were reunited after their expulsion from Eden. Here too Mohammed preached his

farewell sermon: "Know ye that every Moslem is a brother unto every other Moslem, and that ye are now one brotherhood." Pilgrims who climb its sun-baked slopes are forbidden to wear head coverings, but may carry umbrellas.

MECCA Every Moslem should visit the holy city once

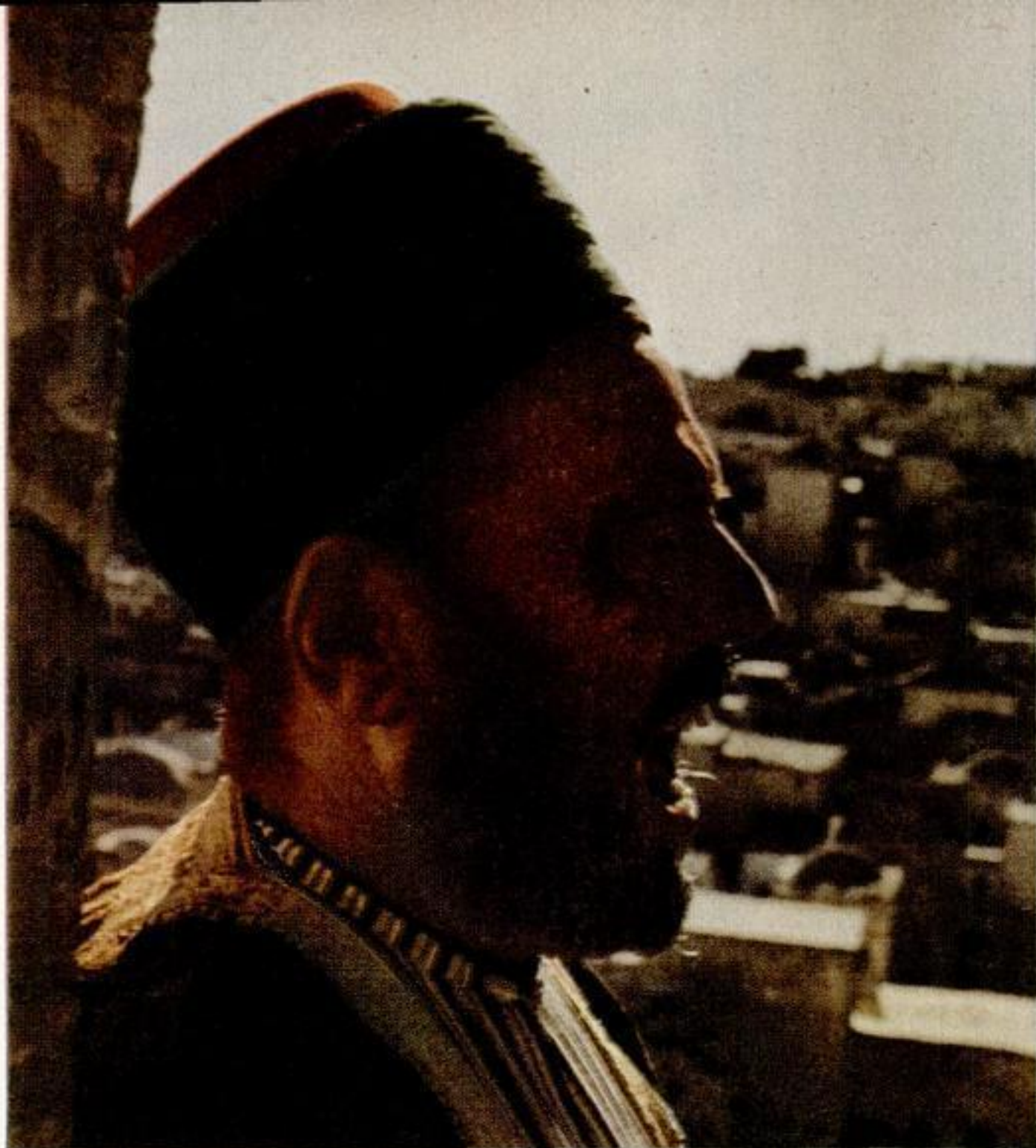
More than any precept of Islam, the rule that each true believer should make a hadj, or pilgrimage, to Mecca at least once in his lifetime has proved the great binding force of Moslems around the world. Pilgrims from every land approach the sacred city as members of the same family, wearing the same seamless white garments. In their sense of common brotherhood, all barriers of race and class dissolve. It is not enough merely to visit Mecca: three main rituals are prescribed. The first of

these, performed on arrival, is the sevenfold circumambulation of the Kaaba (*opposite page*). Next comes the Lesser Pilgrimage, which entails running seven times between two small hills across Mecca, recapitulating Hagar's frantic search for water for her son, Ishmael. Third is the Greater Pilgrimage to the Mount of Mercy in the Plain of Arafat (*above and below*), where from noon to sunset the pilgrims "stand before God." This is the climactic ceremony. He who misses it has missed the hadj.

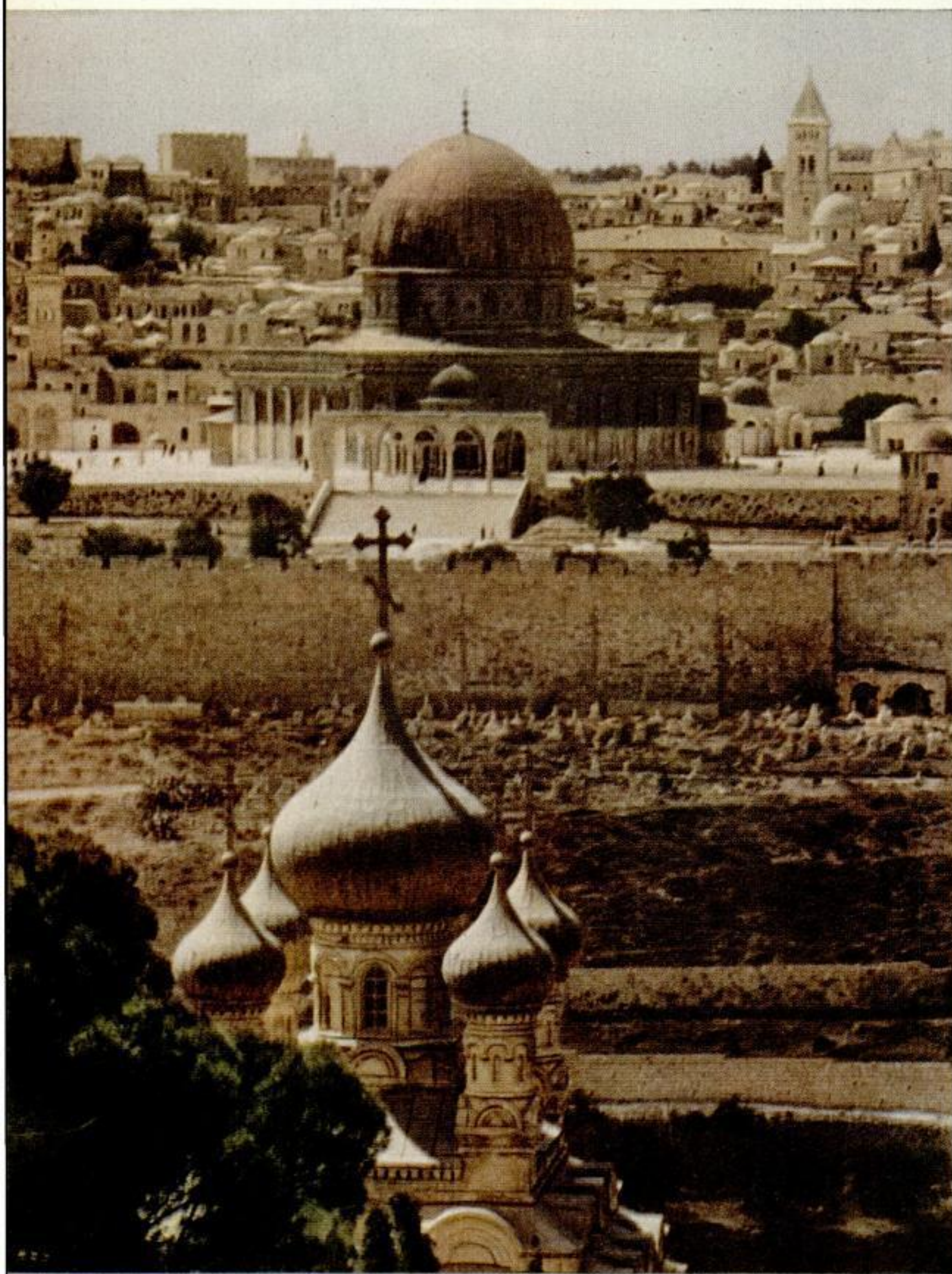


THE PLAIN OF ARAFAT, 25 miles east of Mecca, teems with tents on the ninth day of the pilgrimage. For a few hours the barren expanse comes to life as the faithful wait from noon to sunset in the final ceremony of the hadj.

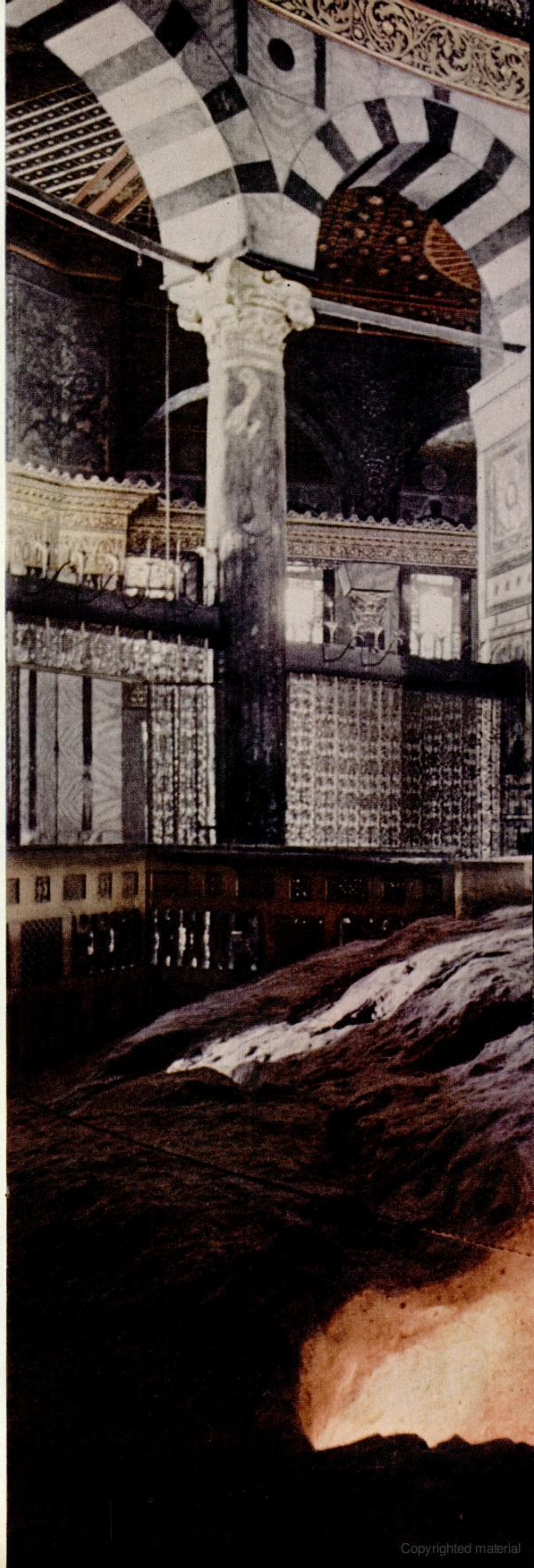
Tradition holds that a constant 700,000 come to the plain each year, any deficit being made up by angels. (The actual average is about 70,000.) At sunset the pilgrims start back to Mecca, accompanied by music, gunfire and din.

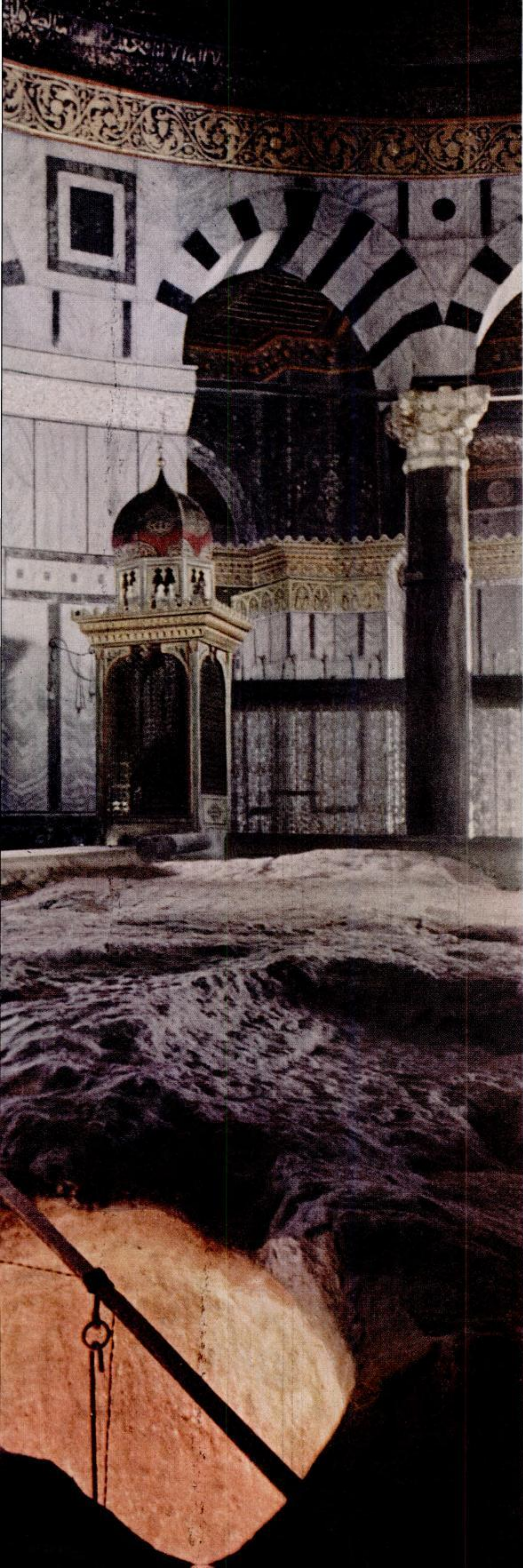


CHIEF MUEZZIN of the Dome summons the faithful to prayer. The vocal call to prayer was prescribed by Mohammed who disliked bells. The lofty minarets from which the muezzins cry were developed after Mohammed's time.



DOME OF THE ROCK looms above Jerusalem. In foreground of this picture, which was taken from the Mount of Olives, sprout the domes of the Russian Church of Mary Magdalene. At upper right is the square spire of the Lutheran Church of the Redeemer. Below wall around the Dome lies a Moslem graveyard and, hidden by Russian church, the Garden of Gethsemane.





JERUSALEM

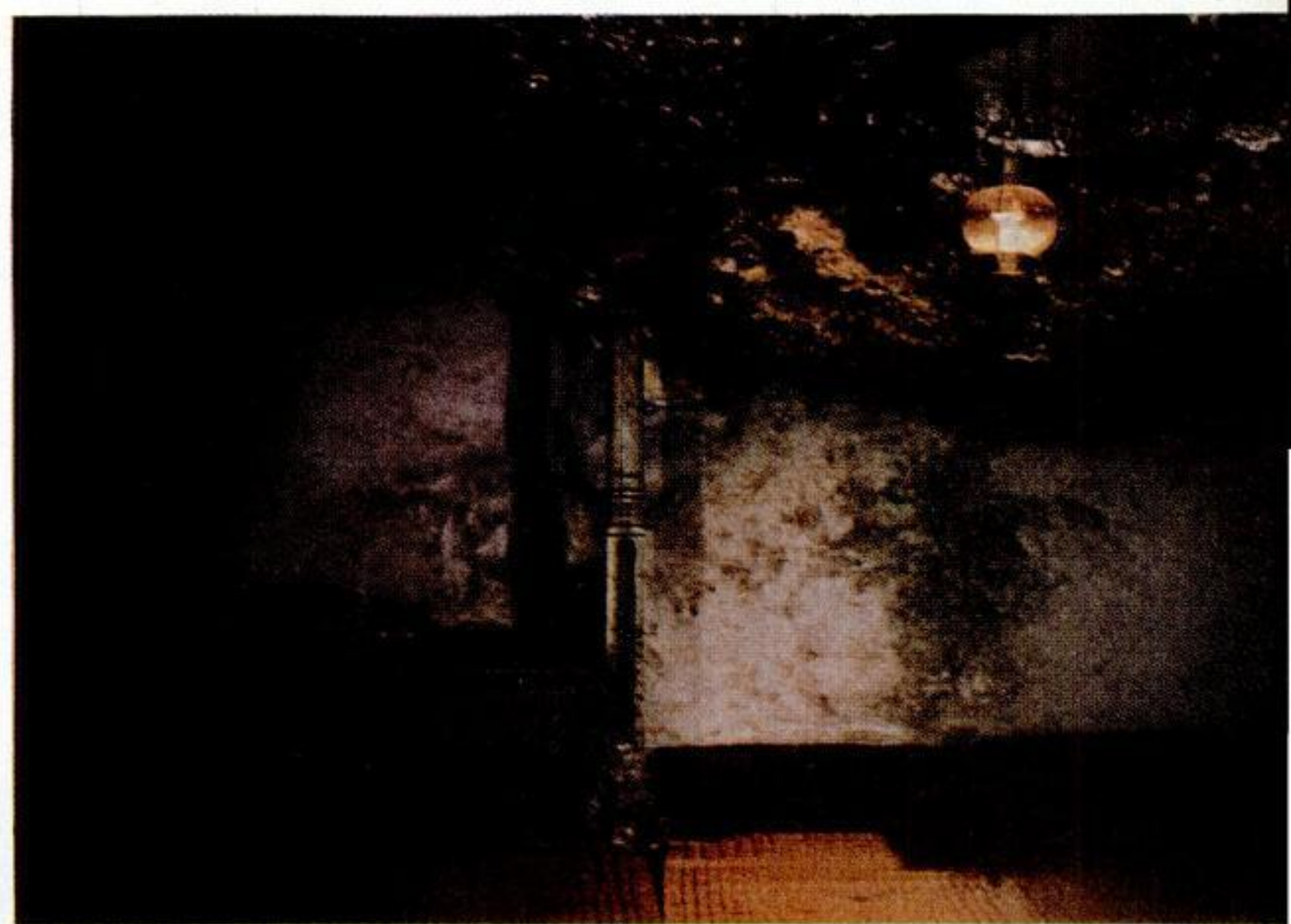
The city
is revered for its sacred rock

Second only to Mecca and Medina as a sacred spot to Islam is the city of Jerusalem. There, beside the holy places of Judaism and Christianity, stands the Dome of the Rock, one of the oldest examples of Arabic architecture on earth today. Beneath the Dome, reared 13 centuries ago, lies a hallowed rock long venerated by Moslems. In the interwoven fabric of Islamic, Jewish and Christian tradition, this ancient rock appears repeatedly as the scene of great events. According to the Moslems, angels visited it before the creation of Adam, and Noah's Ark rested on it after the flood. Here Abraham nearly sacrificed his son and all the great prophets from Elijah to Mohammed came to pray. From the rock Mohammed ascended to heaven on his famous night journey and there on Judgment Day the angel Israfil will sound the last trumpet.

The massive dome that houses the rock was completed in 691 A.D. Yet it was not the first, but the most recent of many shrines that stood on this holy ground from antiquity. Solomon built his splendid temple here in about 966 B.C. Destroyed by Nebuchadnezzar in 586 B.C., it was replaced after the Babylonian exile by a new temple built in 515 B.C. and by the temple of Herod the Great in 20 B.C. In 135 A.D. the Emperor Hadrian tore down Herod's edifice and erected a pagan temple in its place. Two centuries later Queen Helena, mother of Rome's first Christian emperor, Constantine, came to Jerusalem and ordered the destruction of all pagan shrines. Abandoned, the area of Hadrian's temple became a city dump. From then until the victory of the Caliph Omar in 638 all the refuse of Jerusalem was strewn on the holy site, a desecration which so shocked Omar that he himself helped clean away the filth.

Through the ages the Dome of the Rock has been revered by Moslems and cared for by rulers in each dynasty. During the Christian occupation by the Crusaders (1099-1187) a cross was mounted atop the dome and an altar reared upon the rock. For a time priests sold pieces of the rock (for their weight in gold) to pilgrims who brought them back to Europe as holy relics. Later the practice was stopped and the Crusader kings erected an iron grille that still protects the rock today.

When Saladin reconquered Jerusalem he removed all Christian traces except the grille and redecorated the interior with new mosaics. In modern times the vicissitudes of history have taken a heavy toll. Urgent repairs begun by the British when they held Palestine by mandate were interrupted by World War II. Bombs falling during the 1948 fighting in Jerusalem caused heavy damage. Today, after 1,300 years of veneration, ravages of warfare, time and weather threaten the future of the Dome.



THE ROCK (*left*) lies stark within the splendor of the Dome. An outcropping of limestone, it measures 58 by 44 feet. The hole in foreground is a drain to bear away the blood of sacrifices. Small reliquary (*right rear*) contains two hairs of the Prophet. The picture above shows part of the grotto under the rock where the souls of believers will convene on Judgment Day.



CUSTOMS

Social status of women is changing in Islam

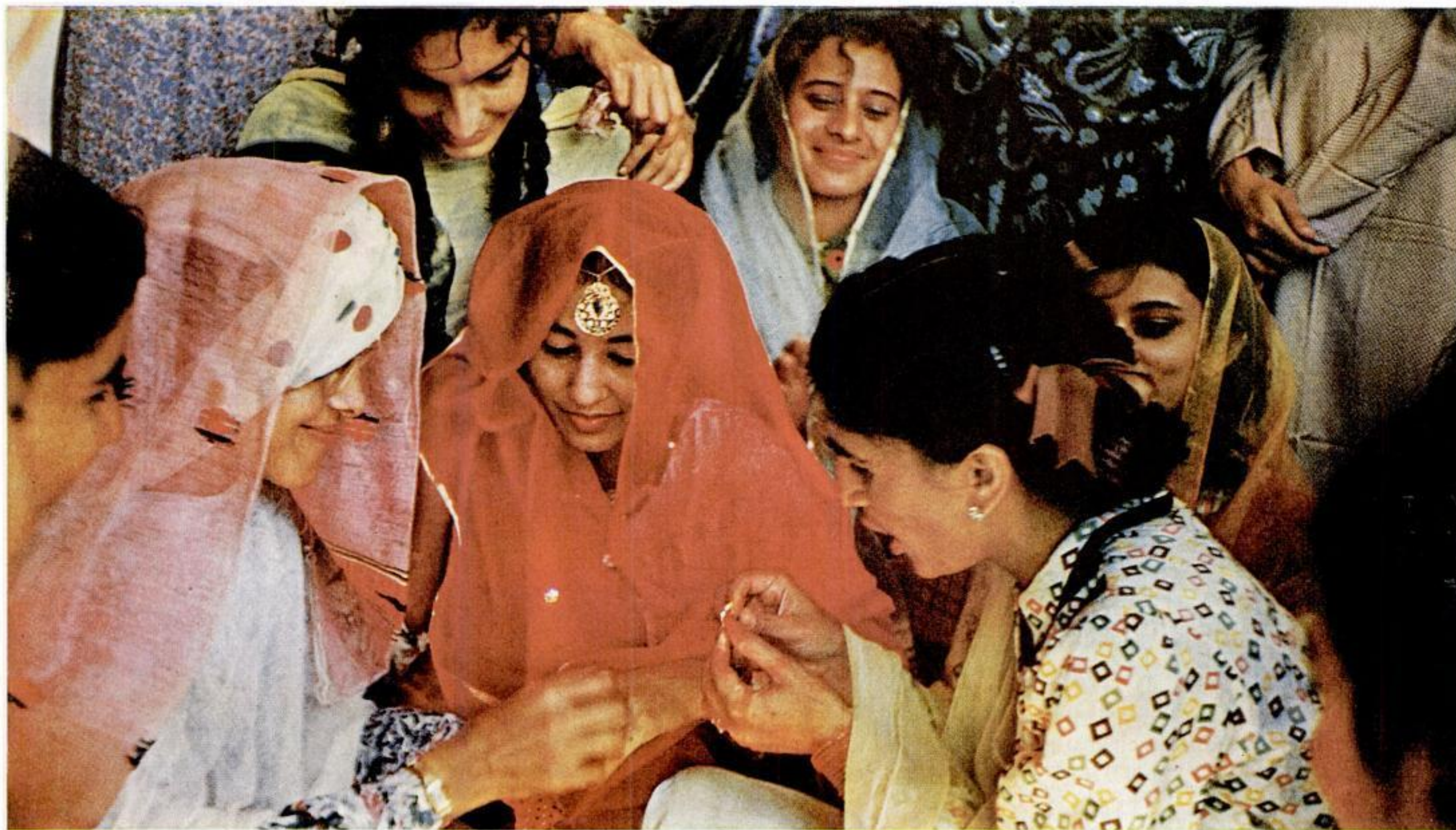
As Islam spread around the globe, the customs of conquered or converted people became entwined in the social fabric with practices laid down in the Koran. A notable instance is found in the attitudes toward women of the Moslem world. For many centuries and in many lands they were kept in seclusion and shrouded in heavy veils outside their homes. Today, however, ancient practices are vanishing from Islam. The veil has disappeared almost entirely in Turkey, and to a great extent in Egypt, Syria, Lebanon, Iran, Iraq and Palestine. It still persists in parts of Arabia, North Africa and, notably, in Pakistan, which remains among the most conservative of all Moslem nations in its attitude toward women. Half of urban Pakistani women—a small minority of the total population—are still in purdah (Persian for curtain or veil). Yet in some Moslem countries, including Pakistan, higher education is now open to them and a growing number have the right to vote.

Though by Western standards some of the mores of Islam seem backward, Mohammed radically advanced the status of women. Condemning the practice of killing baby daughters, Mohammed taught that girls as well as boys were gifts of God. As against the unlimited polygamy of the Bedouin, he preached, "Of women who seem good in your eyes, marry but two, or three, or four; and if ye still fear ye shall not act equitably, then one only." For economic reasons the vast majority of Moslems now have only one wife—or at most, two.

In some regions individual customs have resisted the law of the Koran. In Malaya, for example, the ancient traditions of a matriarchal society have preserved the independence of women. Elsewhere many of the rigorous restrictions on women derive not from the Koran but from later interpreters of Moslem law. Everywhere in Islam today women are rebelling against the social fetters that warped their lives. And among liberal Moslems it is widely recognized that the retardation of women is a prime reason for the long stagnancy of Islamic life. Some other Moslem customs, acquired and prescribed, are shown on the next two pages.



AT THE SEASHORE members of the Pakistan Women's National Guard wear *burqu's* while cavorting in the surf. Twice a week they unveil, don uniforms and carry guns. For them a Western bathing suit would be unthinkable.



VEILED WOMEN (left) glide past each other at a street corner in Karachi. In strictest practice the *burqu'* covers the entire form, save only eyes, hands and feet. Colors are optional, but black is now thought most fashionable.

A MOCK WEDDING is enacted by Pakistani girls. The "bride," Raiza Khanum (who appears on LIFE's cover), wears a gay head scarf used for festive events. To exchange rings is a local custom, not practiced through Islam.

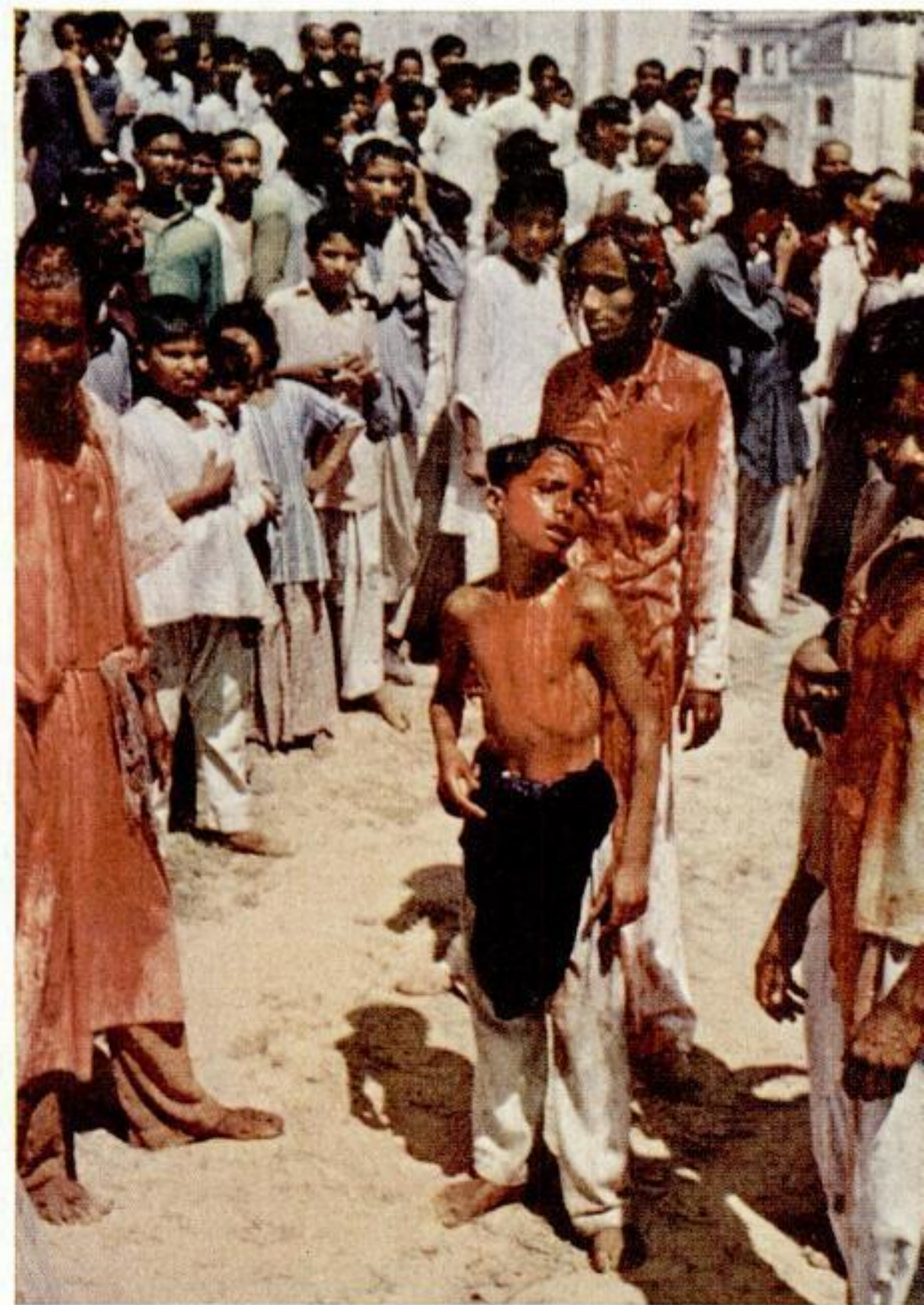


A Moslem baby is circumcised

Like many practices now incorporated in Islam, circumcision was simply adopted from the surrounding matrix of religious custom in which Mohammed was reared. The Koran does not mention circumcision, perhaps because it did not seem necessary. Since early times circumcision had been practiced by Semitic peoples, Egyptians, Phoenicians, Abyssinians, Arabs and Jews. Today it is practiced by Moslems around the world as a natural part of the faith, although attitudes of emphasis vary from land to land. In some places it is regarded as commendable but not obligatory, elsewhere as truly imperative—i.e., to be uncircumcised is to be an unbeliever. For the most part the ceremony is a festive one—accompanied by parades, feasting, dancing and song—like the one pictured here, when villagers turned out for the circumcision of the son of Ibrahim Abu Riche, supervisor of an Arab refugee settlement in Jordan.

JOYFUL CEREMONIES accompany the circumcision of 7-month-old Salah Abu Riche outside his home in Bethany. As the local doctor (wearing red tarboosh) applies the bandage, he is watched anxiously by the child's parents (on either side) and by the local *mukhtar* or village chief (left). Below, exhilarated by the occasion, the father, Ibrahim, executes a joyous dance.





SELF-INFLICTED WOUNDS dramatize the mourning of the Shiites, a major sect of Islam, for the death of Mohammed's grandson. Each year his devotees roam the streets, slashing themselves with knives and sometimes pulling out their hair.

THE TOMB OF HUSAIN is borne in replica (left) through Lucknow, India by the local Shiite community. Regarded as schismatics by orthodox Moslems, the Shiites number about 20 million and are dominant in Iran and parts of India.

MYSTICS In many ways they aspire to union with God

In Islam as in other faiths there have been men who have felt a need for deeper religious experience—for union with God now rather than in the hereafter. As early as the Eighth Century certain Moslems, influenced by Christian mystics, had begun to devote themselves to ascetic practices. In the 12th Century the first of the great fraternal orders was founded: the brotherhood of dervishes (connoting mendicant). Today there are more than 70 orders of dervishes, of whom the best known to Westerners are the Maulawiyah or Whirling Dervishes, so called because of their ritual dance (*opposite page*). Very different in character but no less imbued with religious fervor are some members of the Shiites who annually commemorate the martyrdom of Husain, grandson of Mohammed, in a 10-day ceremony. It combines impressive pageantry (*above, left*) with symbolic acts of vicarious suffering which have at times been banned in Iraq and Iran but not in India (*above, right*).



A WHIRLING DERVISH (*left*) executes his gyrations beneath the domes and minarets of Cairo. An order of mystics dating from the 13th Century, Whirling Dervishes use protracted dance and flute to induce religious ecstasy.

ZAR DANCERS specialize in exorcising evil spirits from the bodies of ill or insane persons. Practiced in some Moslem areas, zar dancing probably originated in central Africa and represents an infusion of voodoo magic into Islam.

MISSIONS

A new sect seeks to win converts to Islam

Though no faith in history spread with such fabulous speed as Islam, it was not—contrary to Western opinion—propagated exclusively with fire and sword. While it is true that the Koran sanctions holy war and that many a pagan chose Islam in preference to oblivion, the Moslems were generally tolerant of Christians and Jews and granted religious freedom to those who paid tribute. Numerous converts adopted Islam because of its doctrinal appeal. And in the centuries that followed its first swift florescence, it continued to spread quietly in the wake of Arab traders who carried its precepts to India, China and eventually Indonesia.

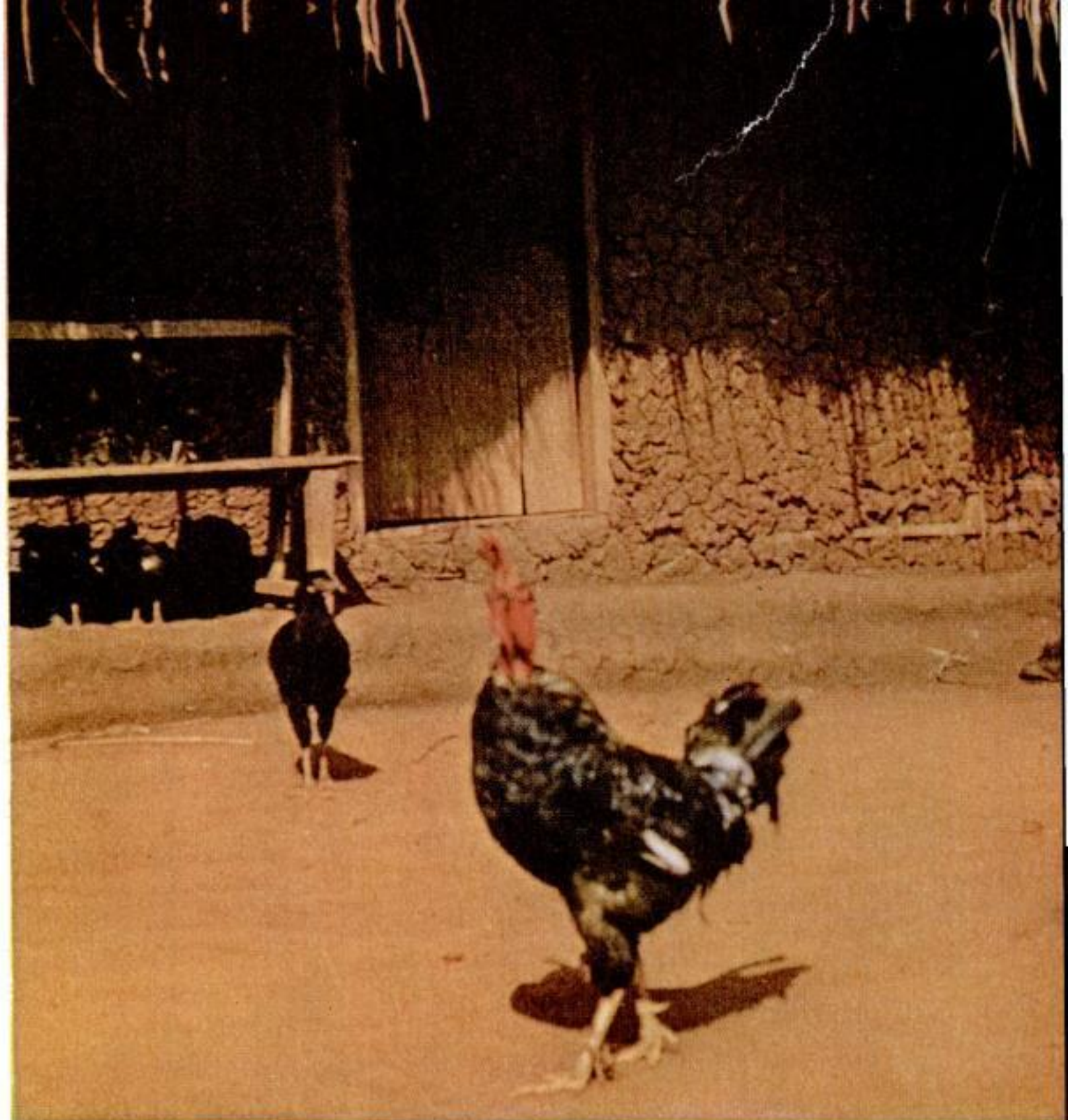
Until recently Islam had no organized missionary movement. For just as the orthodox Moslem abhorrence of mediation between man and God has obviated a priesthood, so individual faith makes every Moslem a missionary. But Islam has also been a victim of its own pride; contemptuous of other doctrines, it long denied itself the refreshing impact of new and outside ideas. Today, however, there are signs that it has begun to interest itself in the technique of Christian missions. Even the ancient Al Azhar University at Cairo, intellectual center of Islam, which has resisted Western influences, now trains a few students annually for missionary work in the field. And certain offshoot sects are exhibiting symptoms of religious energy. Of these the most vocal is a modern sect called the Ahmadiyya, with headquarters in Pakistan and missionary centers throughout Europe, Africa, America and the Far East. The pictures on these pages disclose some of their efforts in Africa where Islam's doctrine of a true brotherhood of man has appealed powerfully to Negroes.

The Ahmadiyya movement evolved in India during the last half century. Its origin, as with many other Islamic sects, was eccentric. In 1890 a reformer named Mirza Ghulam Ahmad, of Qadian, in the Punjab, announced that he was the bearer of a new revelation, a new interpretation of Islam for the modern era, and that his coming was foretold both in the Bible and the Koran. He claimed to be both the Messiah and the Mahdi, a Moslem version of the Messiah, and cited in evidence the similarity of his character to that of Christ (though he afterward asserted his superiority to him). A few years later he insisted that he was also an avatar, or incarnation, of the Hindu Krishna (LIFE, Feb. 7). He also boasted of his ability to foretell the deaths of his opponents, which occurred so consistently in accordance with his forecasts that the government finally forbade him to exercise his prophetic power. But his teachings were liberal and pacifistic; Islam was to be propagated by precept, not by holy war, by missionaries, not by the sword.

After the death of Ahmad in 1908, his followers separated into two groups: the original Qadianis who supported Ahmad's claim to be a prophet, and the seceders, with headquarters at Lahore, who discarded this idea and formed a Society for the Propagation of Islam. Today both branches engage in mission work around the world. The Qadianis claim 60,000 converts in Africa, which they have made a special target.

For obvious reasons Islam is spreading wherever in the world the

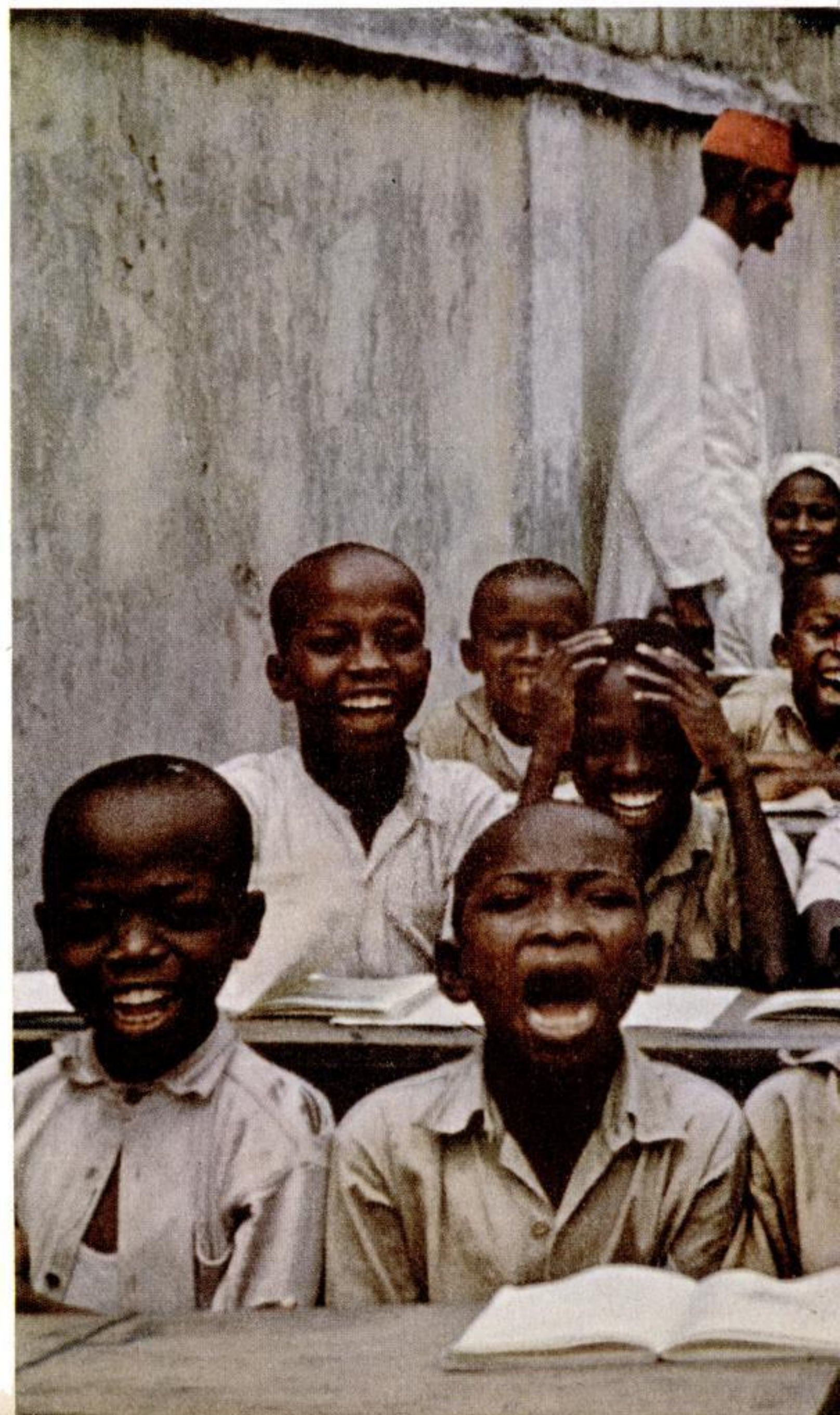
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IN UGANDA a young Pakistani doctor, Mohammed Ibrahim (*seated right*), explains Islamic doctrine to a potential convert, an 18-year-old Negro boy named Vementura Mugasa (*just visible, second from left*). The others in the



IN NIGERIA missionaries of the Qadiani Ahmadiyya sect, which originated in India, publish a weekly newspaper, *Truth*. Printed in English, it has a circulation of 2,500 and sells for one West African penny. At right, boys of the mosque school at Lagos, Nigeria, run by the Ahmadiyya mission, recite the Hadith, or traditions of the Prophet, the second basic scripture of Islam.





group are already converted Moslems. Dr. Ibrahim, 32, who was trained for African service at the Qadiani mission headquarters in Pakistan, is the only Ahmadiyya missionary in Uganda and bicycles more than 3,000 miles a year

covering his sprawling territory. At the end of the discussion, Vementura signed papers, registering him as an Ahmadiyya, and changed his name to Ismail. Dr. Ibrahim then congratulated him and rode off (*right*) on his bicycle.





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INTELLECTUAL CENTER of Islam, Al Azhar University at Cairo is one of the world's oldest institutions of learning, founded about 970 A.D. Here a theology student (right) reads a thesis to faculty and classmates.

WORLD OF ISLAM CONTINUED

white man's prejudices about race and color seem to deny Christ's teachings of the fellowship of man. Like Christianity and Judaism, Islam began among the predominantly Semitic peoples at the south-eastern corner of the Mediterranean basin. Today, of the world's variegated Moslem populations, the vast majority are enlisted from other ethnic groups. About three quarters of them live in Asia and most of the remainder in Africa where millions of Negroes, representing roughly one fifth of the native inhabitants, have already embraced Islam. In some areas where Christian and Moslem missionaries are in competition Islam gains 10 converts for every one who accepts the rival faith. It is significant that in West Africa, Islam has come now to be regarded as the religion of the blacks as opposed to Christianity, the religion of the whites.

No less noteworthy is the fact that in India and Pakistan, where Islam enjoys its greatest numerical strength, most Moslems are converted Hindus or the descendants of converts who gratefully escaped from the ancient caste system (LIFE, Feb. 7) into a faith which asserts the equality of all believers. Within the hospitable community of Islam, every Moslem—black or brown, white or yellow, rich or poor—feels himself a brother to every other Moslem on earth. For the inevitable corollary of monotheism is the brotherhood of man under the sovereign rule of God. Converts to Islam are accepted in full equality without reservations as to color or class.

In addition to new converts, there are other signs of heightened religious energy in Islam, suggesting that it may be emerging now from the long stagnation that overcame the remnants of its once great empire in the wake of European colonialism. In virtually every nation across the vast Islamic intercontinent, Moslems are reasserting their faith in various ways—politically, spiritually and culturally. In Turkey, where Islam was disestablished by decree of the Atatürk government, hundreds of mosques have been rebuilt in the last five years; the state radio is now broadcasting religious events; and the Turkish pilgrims to Mecca are annually numbered in the thousands. In Iran the enrollment of theological students has increased by 40% since 1951. Similar portents are visible in North Africa.

One of the most striking indications of Islam's resurgence as an international force grew out of a meeting last year between King Saud of Saudi Arabia, Prime Minister Mohammed Ali of Pakistan and Egypt's Premier Gamal Abdel Nasser on the occasion of the latter's first pilgrimage to Mecca. The Egyptian premier proposed that a conference of the heads of all Moslem states be held each year at the time of the hadj. King Saud agreed, an executive committee was appointed to draw up plans, and as a consequence the first such congress of the Islamic world will take place at Riyadh, the capital of Saudi Arabia, after the next pilgrimage.

Everywhere in Islam today there is a feeling of tension engendered by the growing impact of the West. The pressure of secular and nationalistic ideas, and the inflow of vast wealth to certain areas such as Saudi Arabia and other oil countries, have made Moslems aware of a deep conflict between the demands of Western civilization and their loyalty to Islamic tradition. In the past, for all its tolerance of diversity within itself, Islam has sometimes seemed to maintain an indifference, and even antipathy, to exterior influences. Today,

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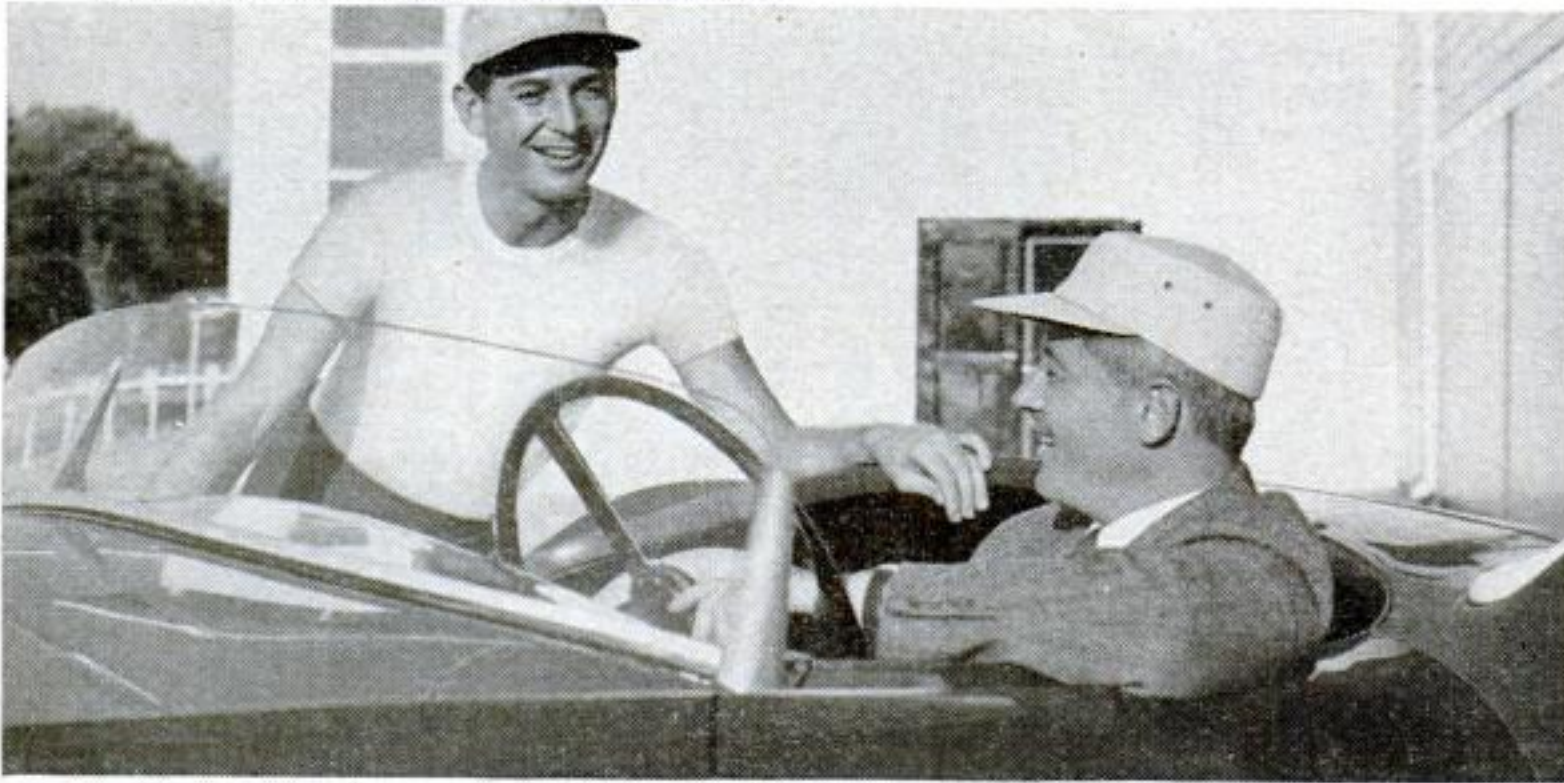
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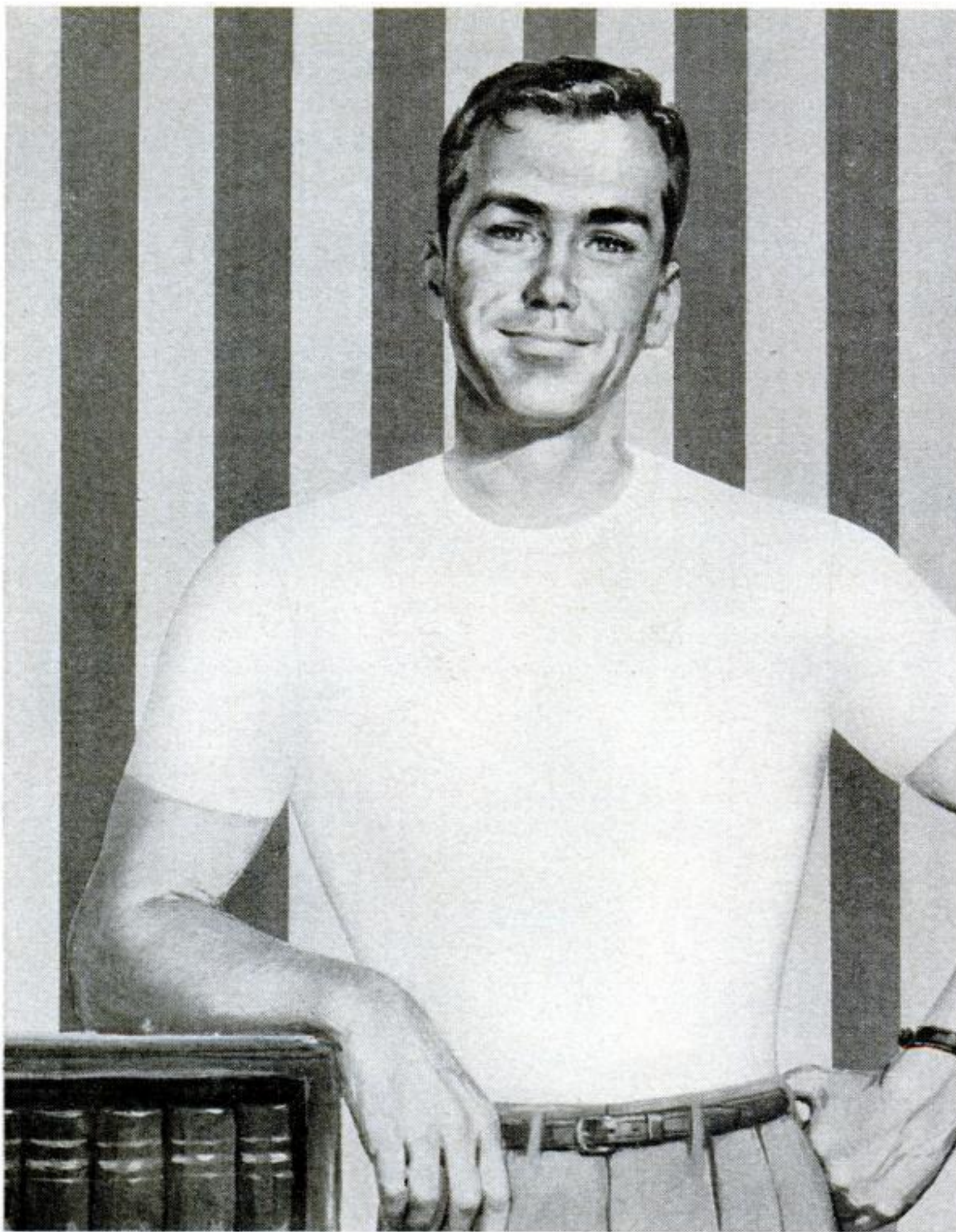


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WORLD OF ISLAM CONTINUED

however, Islam is adjusting to the forces of the modern world. Only its most reactionary spokesmen favor utter resistance to innovation and a return to lost ideals. Only the most radical favor utter abandonment of the past. Between these opposing views lies a middle ground whose exponents argue that Islam may revise its society from within and meet the West on terms of equal and independent cooperation.

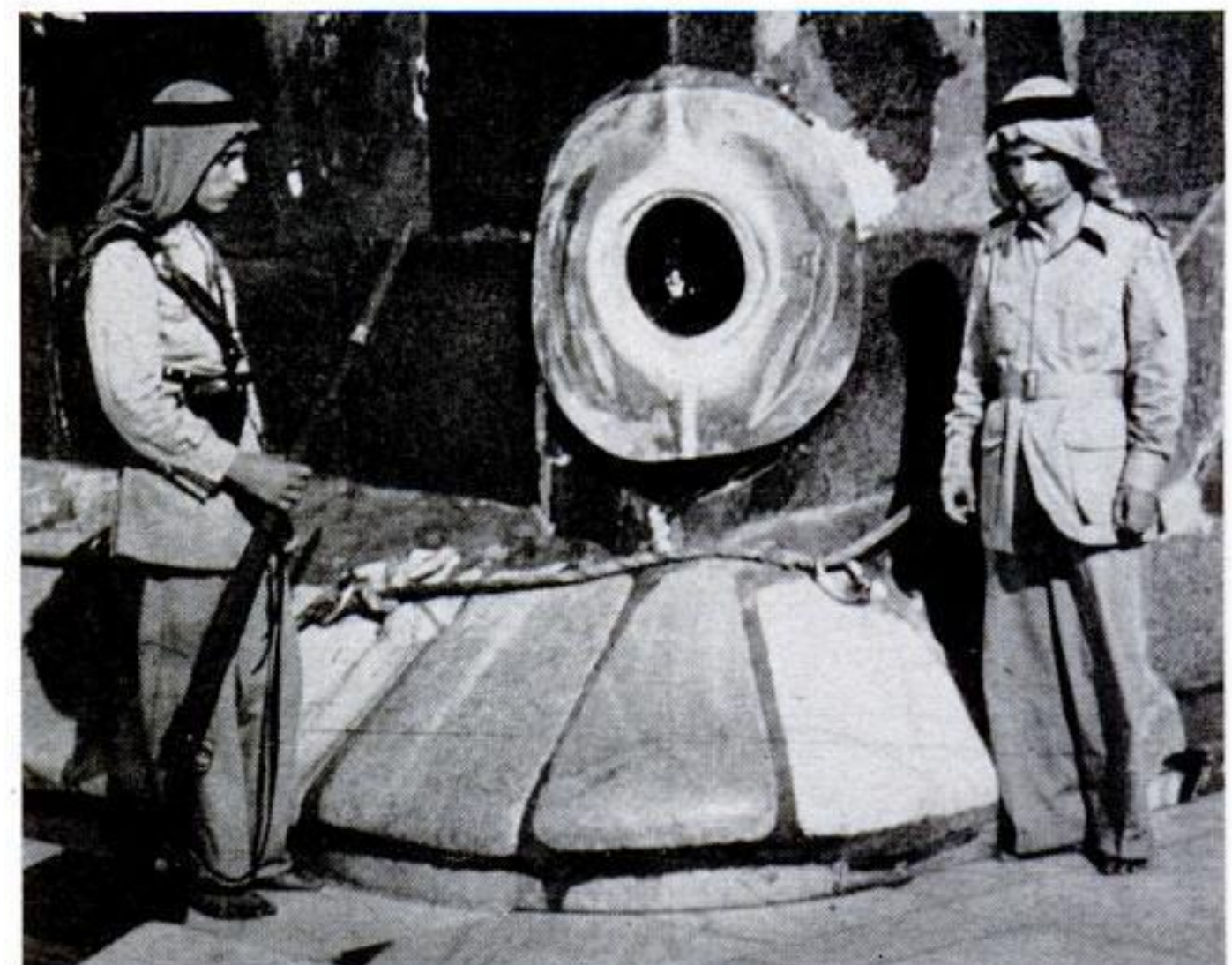
The most striking evidence of this tension appears in Pakistan—created as an act of faith in Islam—where efforts to frame a constitution based simultaneously on political necessities and the principles of the Koran have presented a challenging and difficult problem. In other lands, too, Moslem scholars are attempting to vitalize Islamic law in accordance with a changing social order. A further indication that the rigidity of orthodox thought is being moderated stems from the announcement that Al Azhar University in Cairo will open its doors to women at the opening of the next academic year.

In the immense global conflicts now smoldering between East and

Discussion outlines for Part IV of the five instalments in the "Great Religions" series can be obtained at 10¢ each, or 15 copies for \$1. Outlines are also available at the same price for each of the three previous articles ("Hinduism," "Buddhism," "Religion in the Land of Confucius"). Orders should be sent to TIME-LIFE Education Department, 9 Rockefeller Plaza, New York 20, N.Y.

West, Communism and democracy, Islam occupies a strategic position. For Islam is neither East nor West but partakes of both. It lies between Europe and Asia in one dimension, between Europe and Africa in another. Although there are Communists in most Moslem countries, they are for the most part disorganized and few in number. Within the U.S.S.R. there are an estimated 20 million Moslems, of whom about three fifths are in central Asia and the remainder divided between the Caucasus and the Volga region. Yet rather than woo Islam, Russia has done its best to repress the Moslems within its own boundaries and has made no attempt to conceal its contempt for them as a backward and reactionary element.

It would be an error for the Western world, however, to regard Islam as an automatic barrier to Communism. For although its faith and that of the West stem from common ground, there are many social differences to be harmonized. And in the present crisis of the Moslem spirit, Communism may yet offer Moslems the kind of absolute political dogma which democracy cannot provide. There is no question that the direction in which Islam turns will profoundly affect the future of the world, or that its more enlightened leaders are sensitively aware of this fact. The direction will depend in the last analysis on how successfully Islam can reconcile its faith with the mutations of time and history. It is for this reason that many Moslems recognize that their spiritual problems are the truly crucial ones, as Mohammed discerned when, returning from battle, he told his followers: "You have come back from the lesser to the greater struggle." They asked, "What is the greater struggle, O Messenger of God?" And he replied, "The struggle within."



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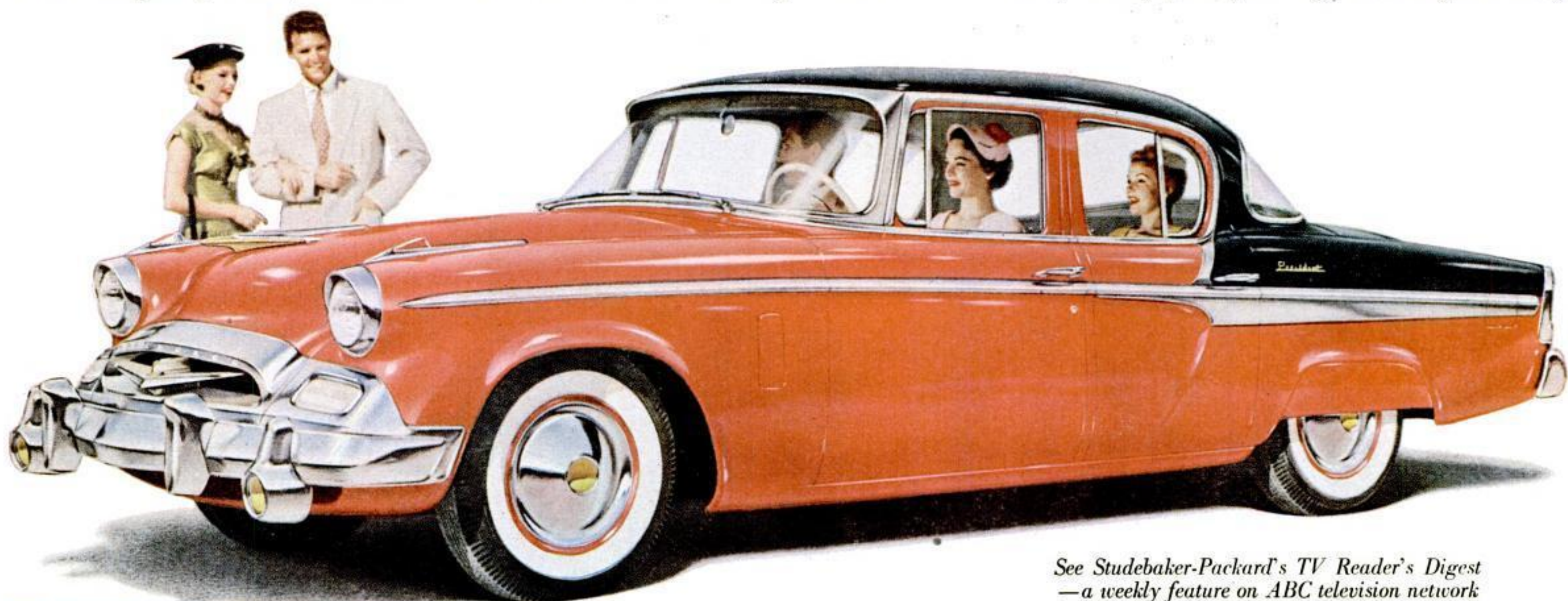
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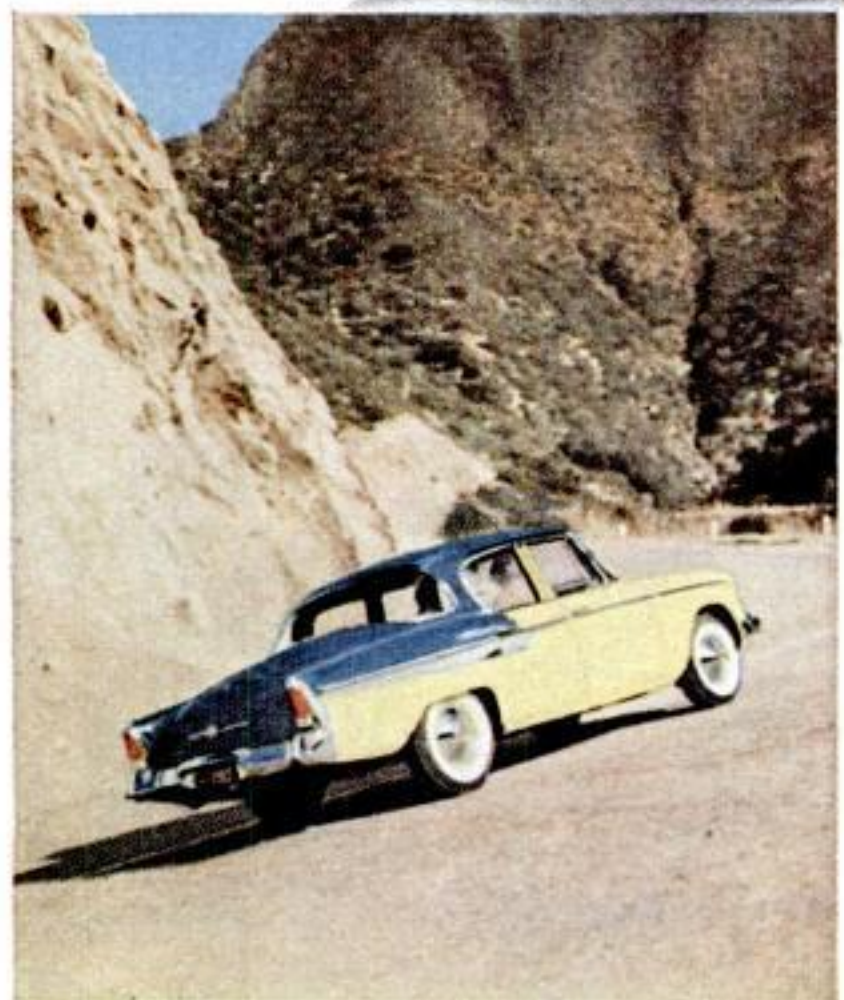


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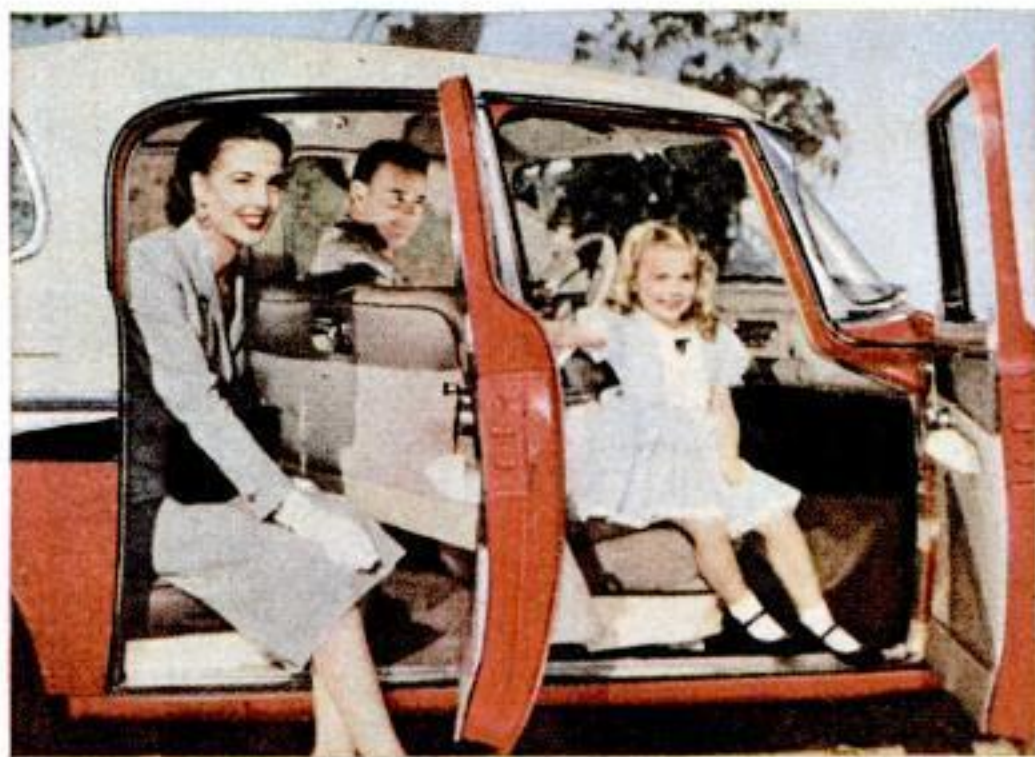


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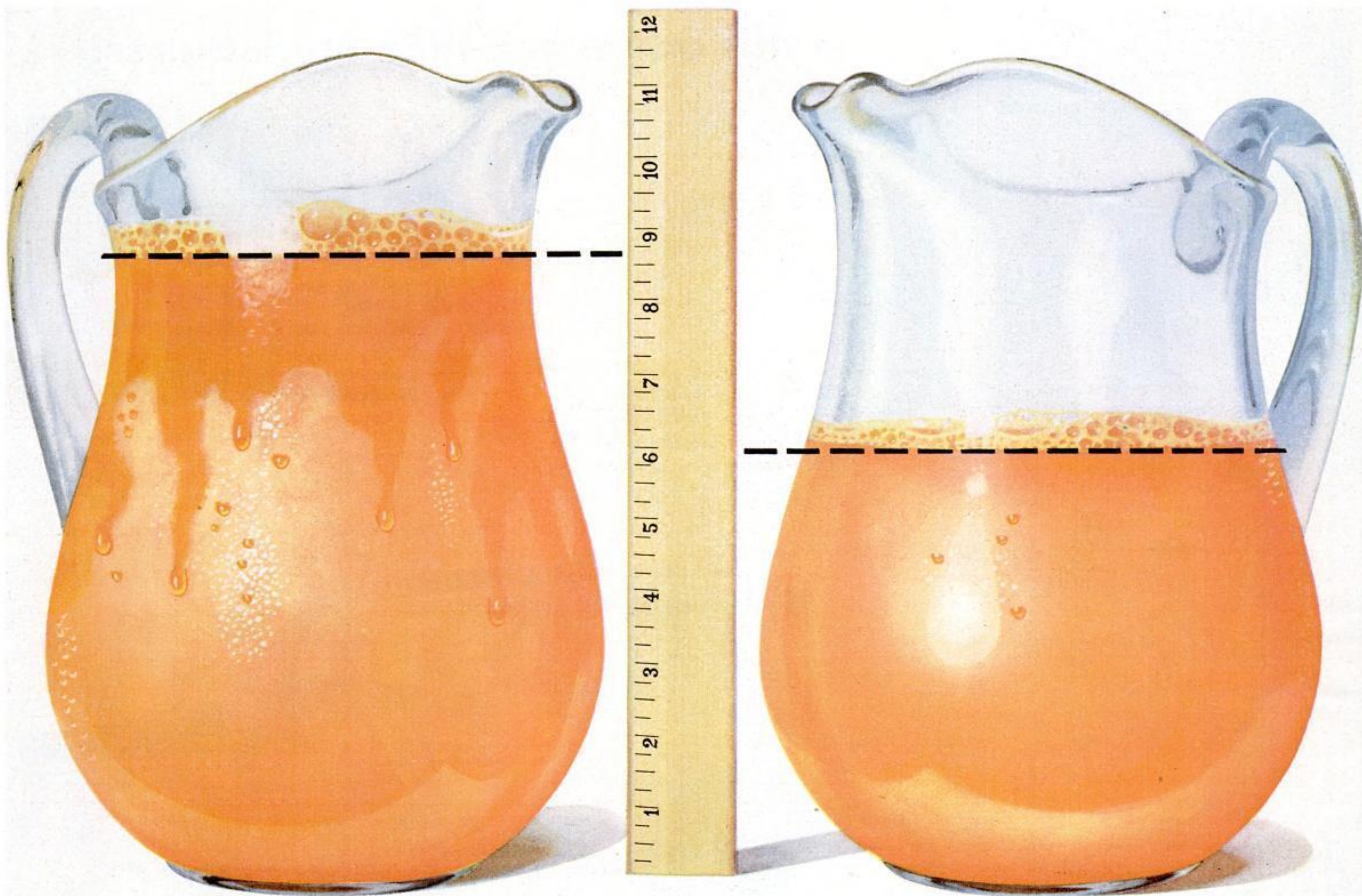
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Co. of Cincinnati and sell for \$34.95. Easily driven by a 5-year-old, the engine is powered by a bicycle-type chain which connects the hand crank the engineer turns to a sprocket on the rear axle. Extra rolling stock, like a flatcar, can be bought. The railroad, which is called the "Yardbird," comes in two cartons and can be assembled at home in several hours.

CONTINUED ON NEXT PAGE

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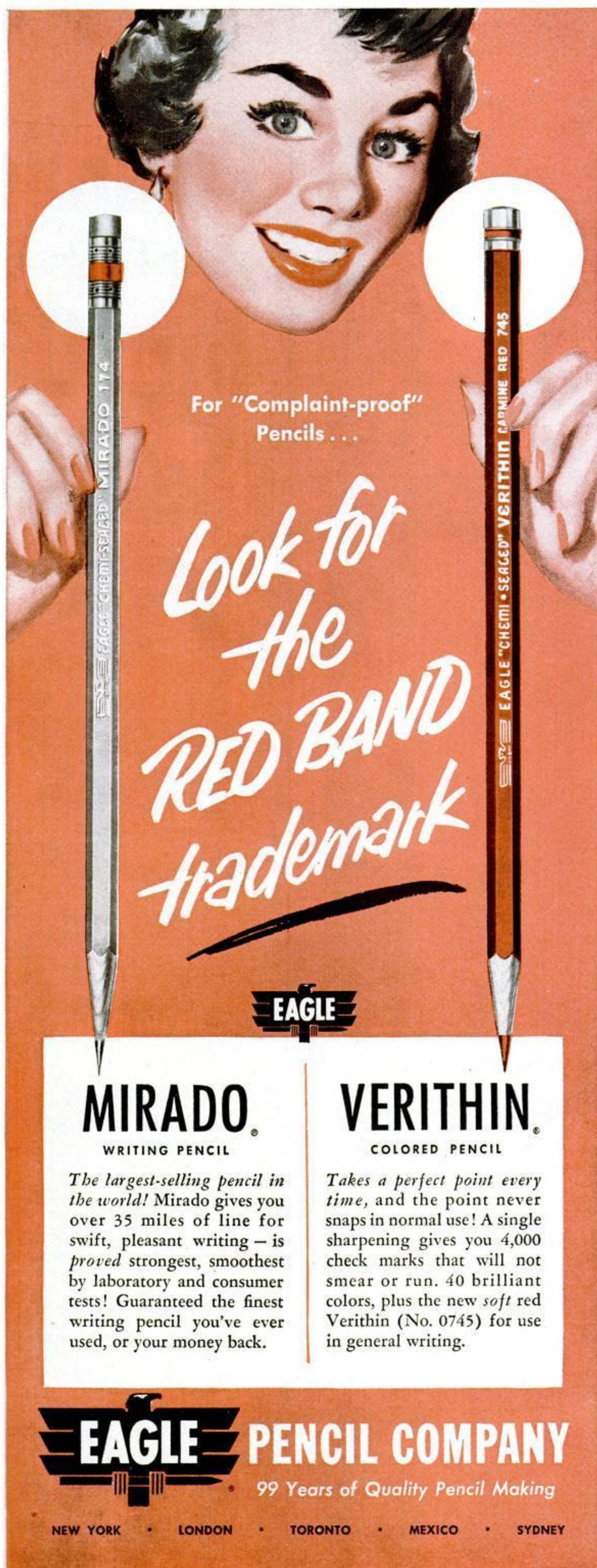
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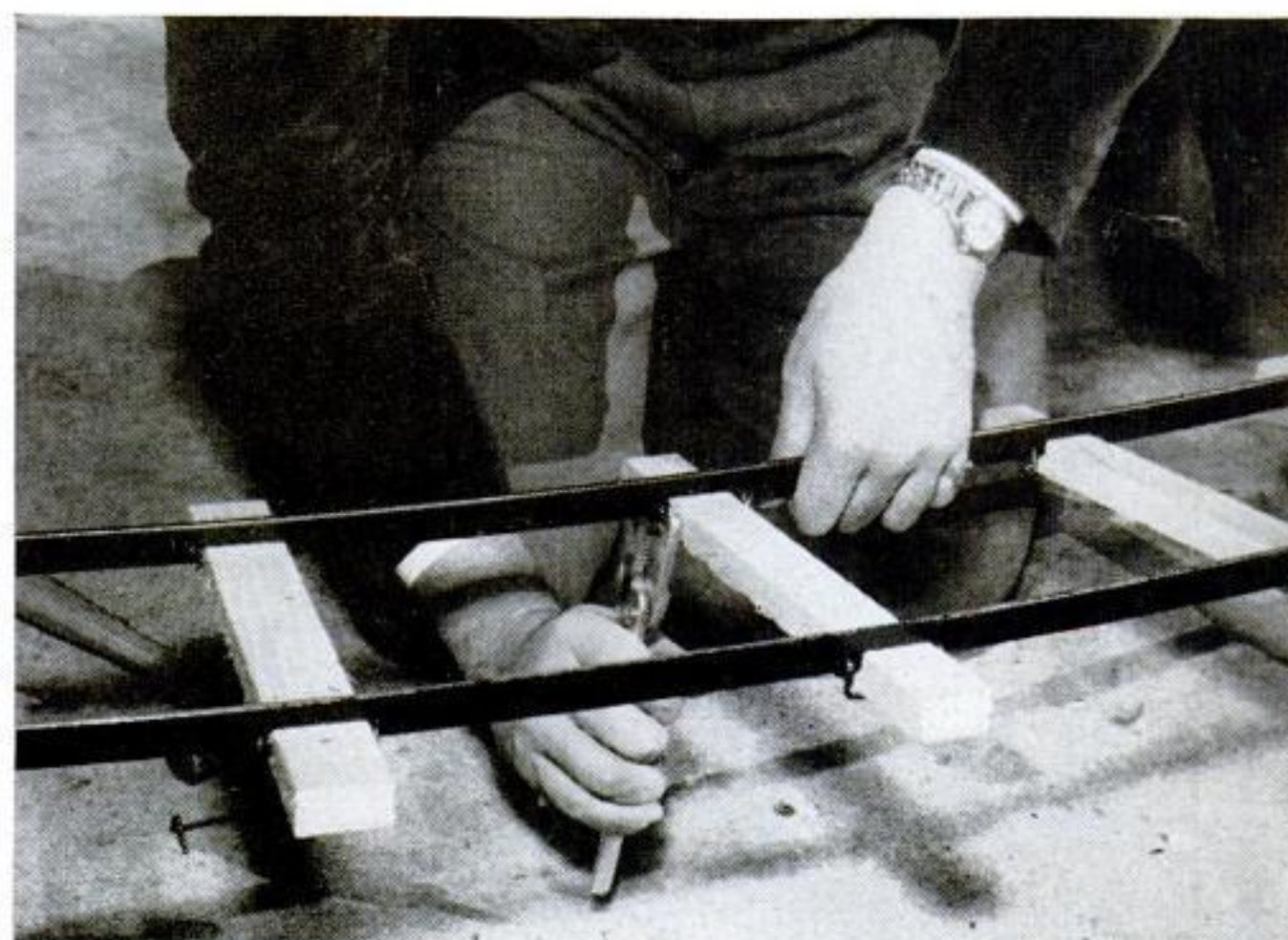
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Iron Horse in Yard CONTINUED



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SORRENTO

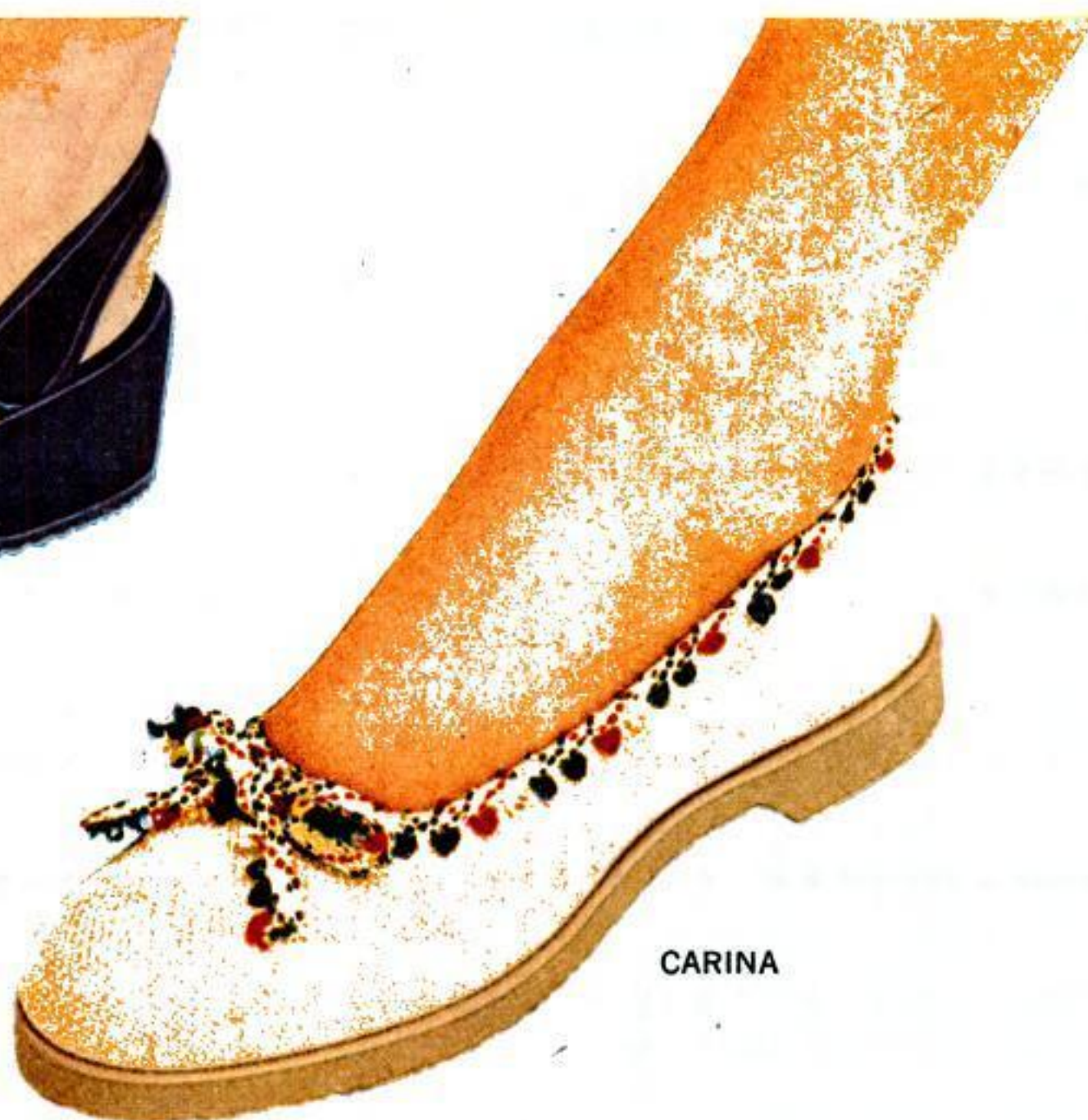


Sun-steps

take their cue from the gay

MEDITERRANEAN MOOD

CARINA



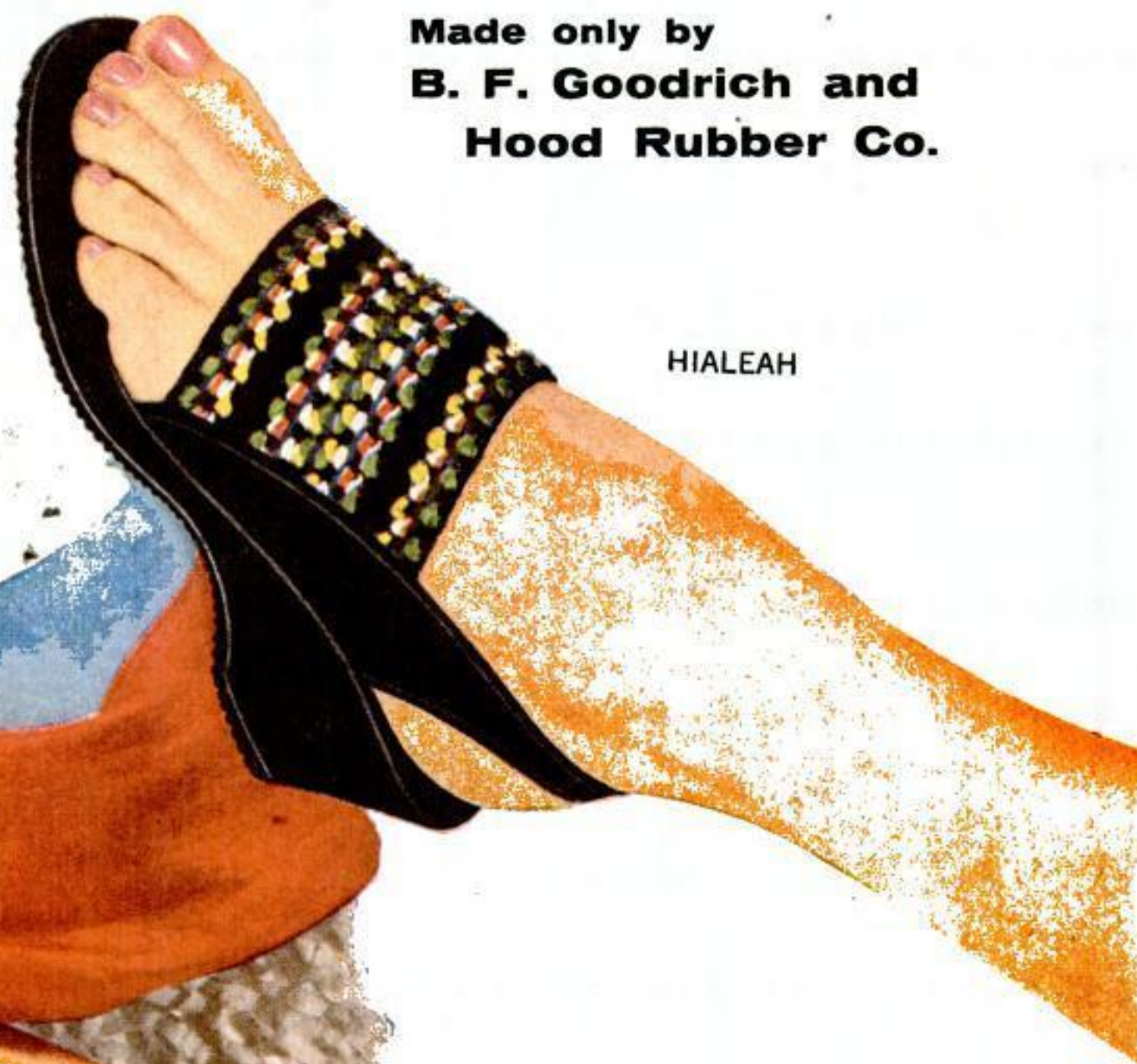
MESSINA



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- ☐ Super Valspar Clear Varnish
- SUPER VALSPAR ENAMEL —
- | | | | |
|--------------------------------------|-------------------------------------|---------------------------------------|-------------------------------------|
| <input type="checkbox"/> White | <input type="checkbox"/> Black | <input type="checkbox"/> Pastel-Ivory | <input type="checkbox"/> Nile Green |
| <input type="checkbox"/> Chinese Red | <input type="checkbox"/> Royal Blue | <input type="checkbox"/> Shadow Gray | |

Name _____

Address _____

City _____ Zone _____ State _____



For People of Inherent Good Taste

As with people, so with products—good taste is largely a matter of heritage. And thus it is that so many people of inherent good taste prefer Kentucky Tavern as their Bourbon. For this great whiskey is the most distinguished product of the House of Glenmore, where perfection of product is tradition.

As to no Bourbon before, your good taste will respond to Kentucky Tavern, its warmth, its fullness, its superb sour mash flavor. You will agree, we are sure, that the little extra it costs gives pleasure beyond price.

**KENTUCKY
TAVERN**

GLENMORE DISTILLERIES Company. Louisville, Kentucky

"Where Perfection of Product is Tradition"



Kentucky Straight Bourbon
Bottled-in-Bond — 100 Proof

ATOMIC ENTOMBMENT

Hanford buries 'hot' masses in the cold ground

A freight train crawled out of the Hanford, Washington plutonium plant last month carrying a huge coffin-shaped box. Along its route the box was treated with more reverence than the corpse of an Egyptian Pharaoh. The engineers, nine empty cars ahead, were relieved by a fresh crew after 15 minutes (*right*), and at road crossings cars were kept at a respectful distance (*next page*). Two miles out in the desert bulldozers buried the box (*below*), and the grave was marked with a massive concrete block.

There was reason for all this attention: the coffin contained 15 tons of worn-out but still radioactive plutonium processing machinery, and the General Electric officials who operate Hanford could think of no better way to get rid of the radioactive waste than to bury it. But this and every other fresh grave they dig in their 20-acre atomic cemetery will have to be guarded for up to 100 years before they are safely free from radioactivity.



BURIAL TRAIN, with box on the last flatcar, comes to a halt along the route as a new train crew takes over. Engineer measures casket's radioactivity at 400 feet.



MECHANIZED INTERMENT is carried out by bulldozers which push earth over 6,000-cubic-foot box. Technician with detector (*right*) checks radiation

intensity. Bulldozer operators stay upwind, wear respirators and protective clothing to avoid radioactive dust, but still must be relieved every 30 minutes.

WHY EDDIE MATHEWS WEARS NEW MAYO SPRUCE SPORTSHIRTS



Above: The Newport, with new Continental collar. \$2.95.
Below: The Kimberly, knit of the softest combed cotton. \$2.95.

Home-run hitter Eddie Mathews enjoys the good looks and comfort of the Tempo shirt. Bouclé body with 2-color stripe gaucho collar. \$2.75.

NEW PHANTOM KNIT NEVER MAKES ITS PRESENCE FELT

"The most comfortable sportshirts I've ever worn!" That's what Eddie Mathews — Milwaukee Braves' great third baseman — thinks of Mayo Spruce. Newest sportshirt brand in America, Mayo Spruce has matchless, modern ideas about *freedom*. Its unique Phantom-Knit construction is all action—never makes its presence felt. Good looking? See for yourself—on this page and in good stores over the country: a terrific range of sparkling stripes and dazzling colors in bouclé and smooth-spun cotton knits. From only \$1.50 to \$2.95. *Spruce-up—today!*

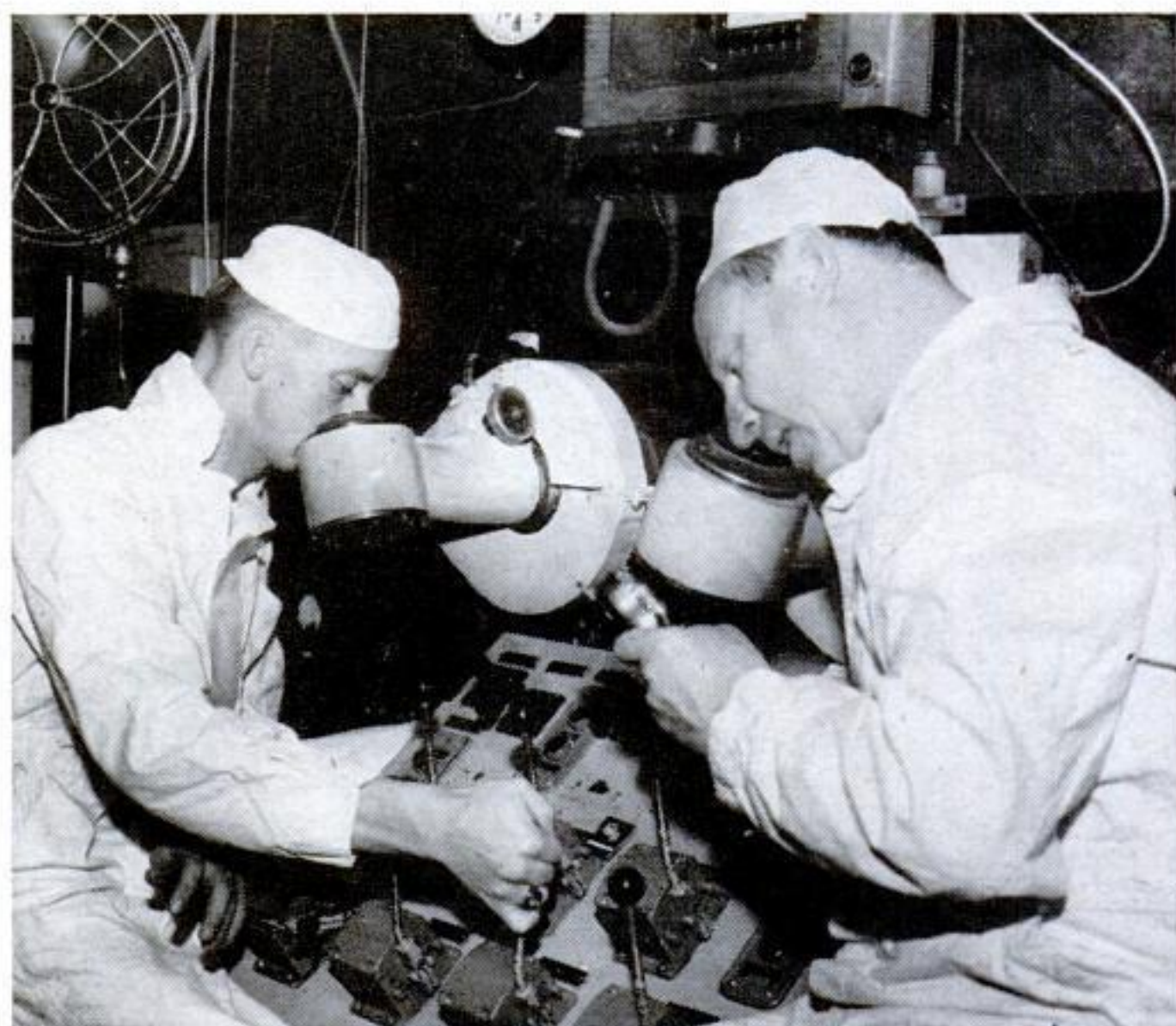
MAYO SPRUCE

UNDERWEAR • SPORTSWEAR • SLEEPWEAR

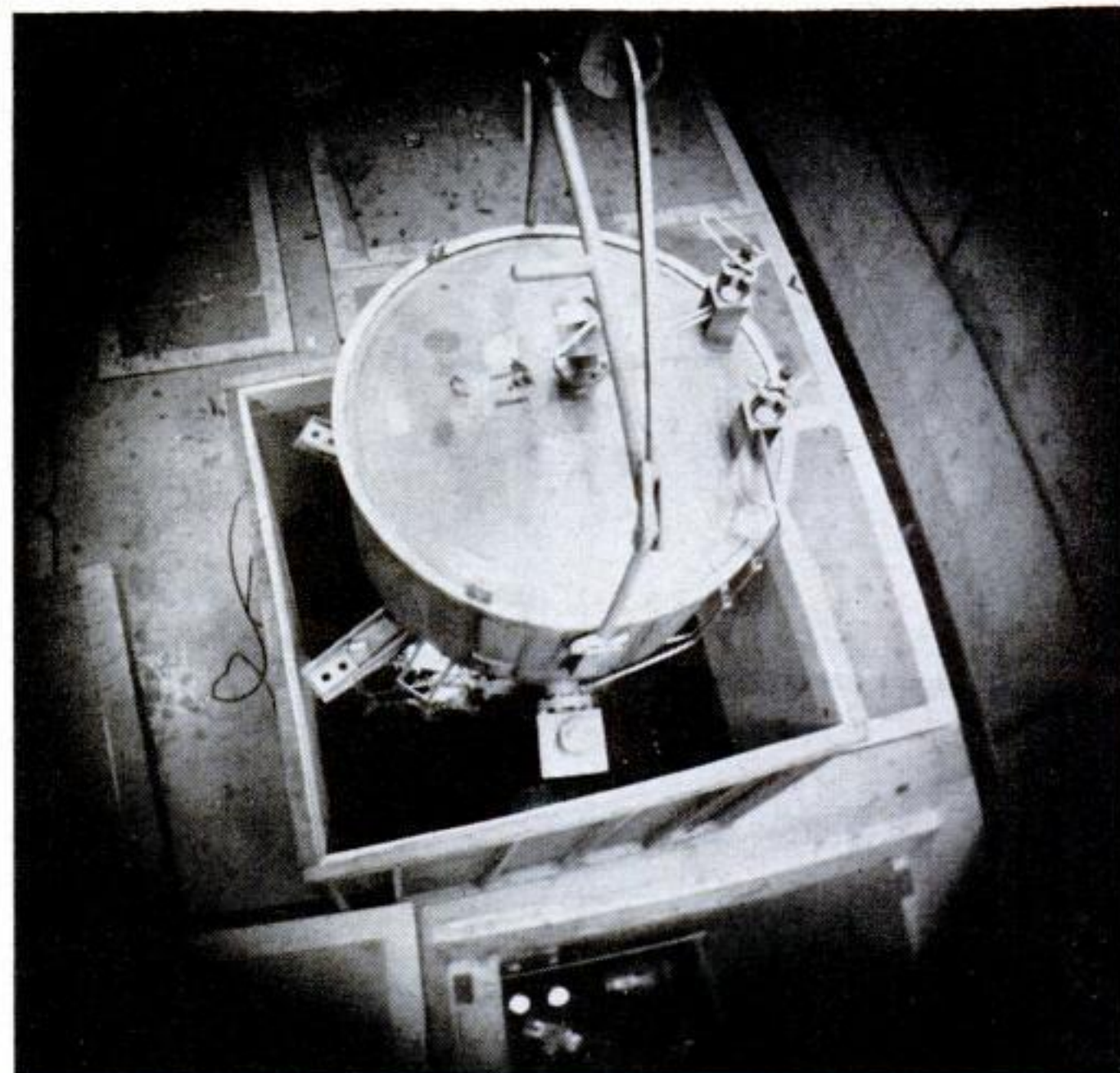
Mayo Sales Corporation • 5013 Empire State Building, New York City



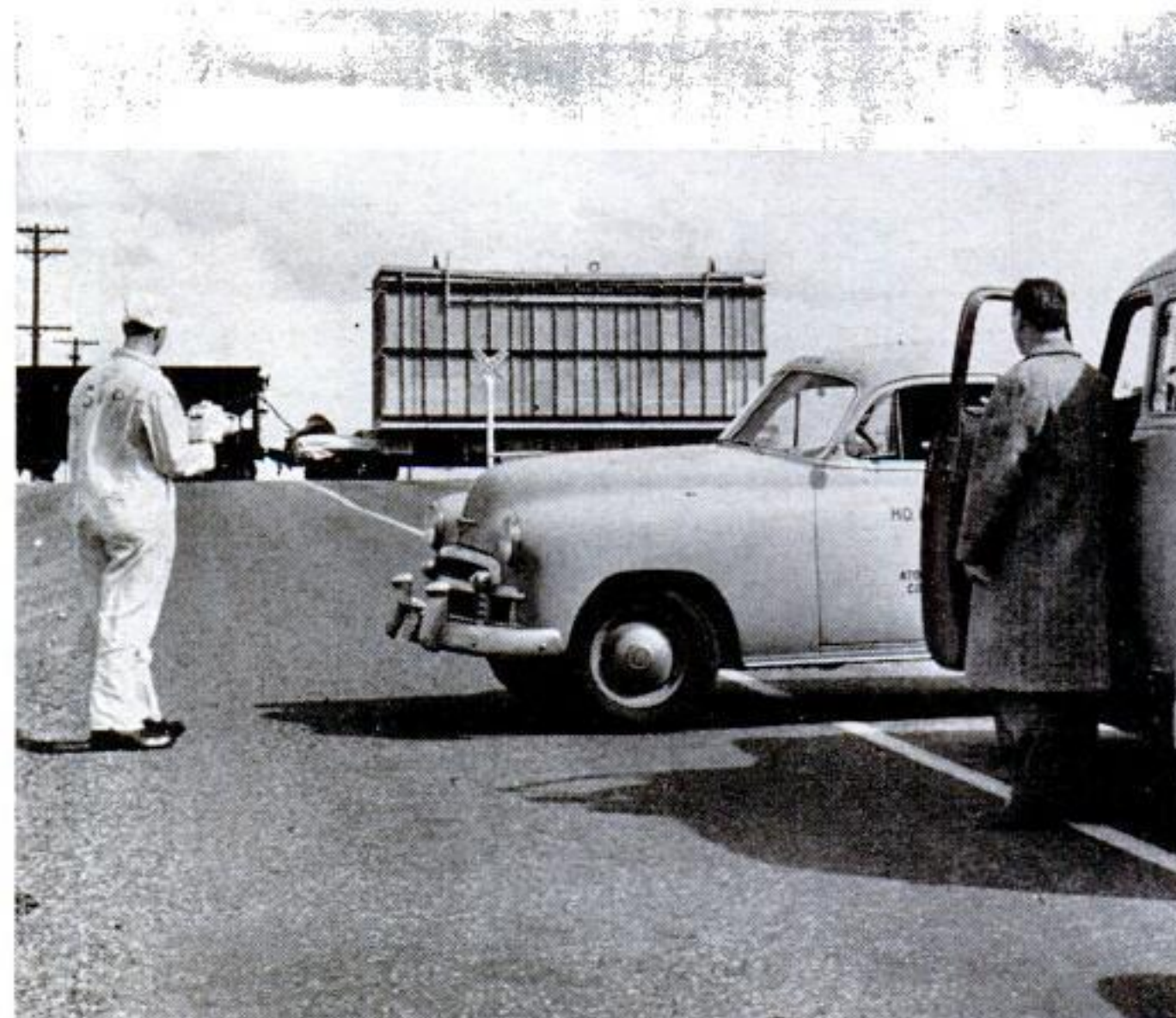
Atomic Entombment CONTINUED



LONG DISTANCE LOADING is done at Hanford, where crane operators use periscopes to watch remote controls lower radioactive machinery into casket.



PERISCOPE VIEW shows 5-ton filter unit being lowered into box. Operators sit in 90-ton steel cab behind concrete wall 50 feet away from machinery.



ROAD BLOCK keeps traffic far away from crossing. Radiation experts figured that 400 feet was a safe distance from machinery which passed by at 10 mph.

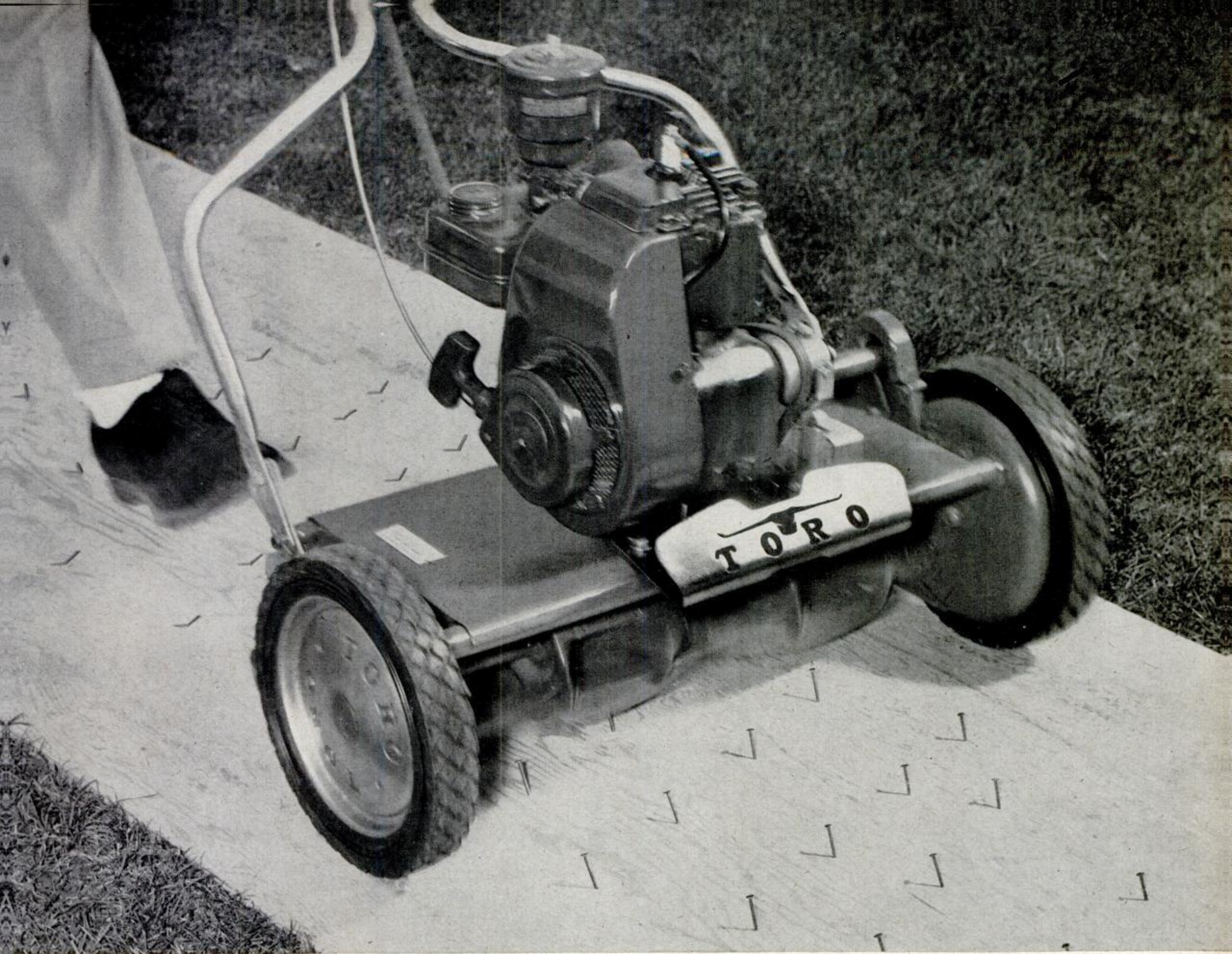


Photo of actual test at Toro Research and Development Center

TORTURE TEST FOR A POWER MOWER

Toro Sportlawn proves its metal on a lawn of 6-penny nails

Ever see a power mower age 10 years in 10 minutes? By the time Toro engineers finish a series of punishing tests like this, they can confidently predict a decade and more of normal service for the *Sportlawn 21*—"old faithful" of the power mowing brigade, America's No. 1 reel-type mower.

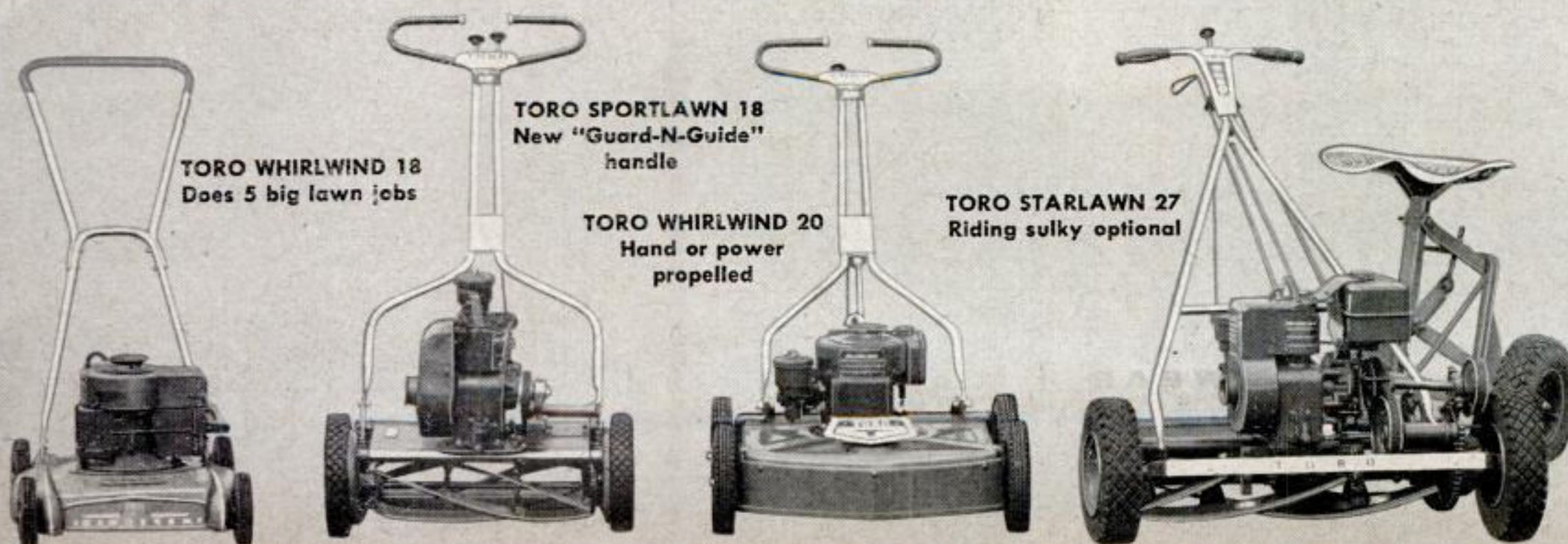
Sportlawn owners, an easy-living fraternity, delight in strolling behind this rugged machine as it gently scissor-cuts its way over the grass. It leaves their lawns crisp, clean and well-tailored. It makes lawn mowing fun.

Whether you need a \$139.95* home model like the *Sportlawn*

21, or a giant gang-mower 17 feet wide, you get rugged, dependable quality in every Toro machine. This quality, plus a parts and service system unequalled in the power mower industry, makes Toro equipment first choice among men who mow grass for a living—first choice on the nation's finest golf courses, parks, cemeteries.

Whatever your mowing need, Toro builds a mower that's right for you. Choose from the world's most complete line at your Toro dealer's. He's listed, with your Toro parts and repair depot, in the classified section of the phone book.

Toro builds a power mower for every mowing need—world's most complete line. Toro Manufacturing Corporation, Minneapolis 6, Minnesota.



TORO WHIRLWIND 18
Does 5 big lawn jobs

TORO SPORTLAWN 18
New "Guard-N-Guide"
handle

TORO WHIRLWIND 20
Hand or power
propelled

TORO STARLAWN 27
Riding sulky optional

TORO

FORTIETH ANNIVERSARY

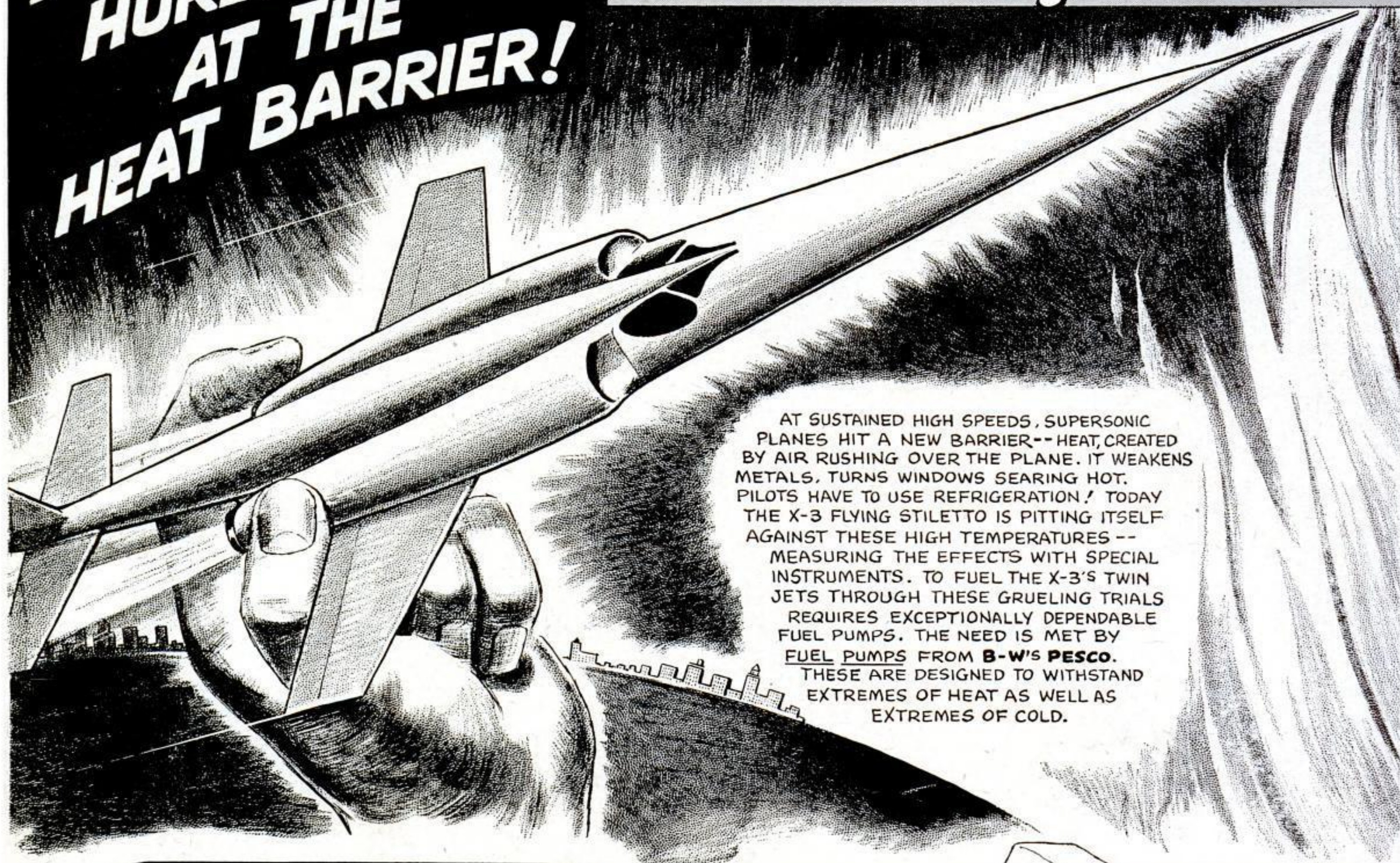
**America's largest-selling
power mowers**

*Prices higher in Canada and some other areas, subject to change. Toro products sold and serviced by turfgrass specialists in the U.S. and Canada.

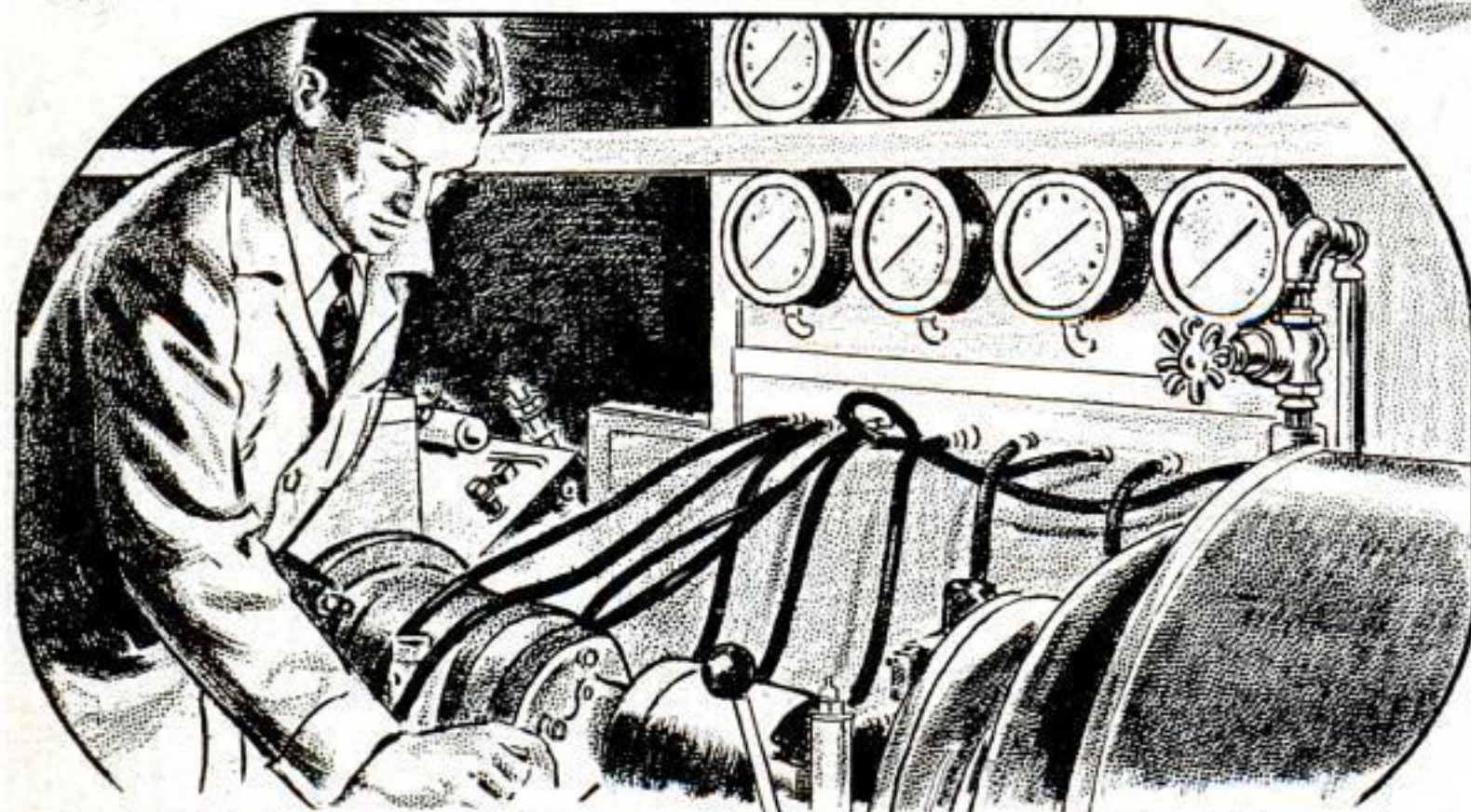


**FLYING STILETTO
HURLS ITSELF
AT THE
HEAT BARRIER!**

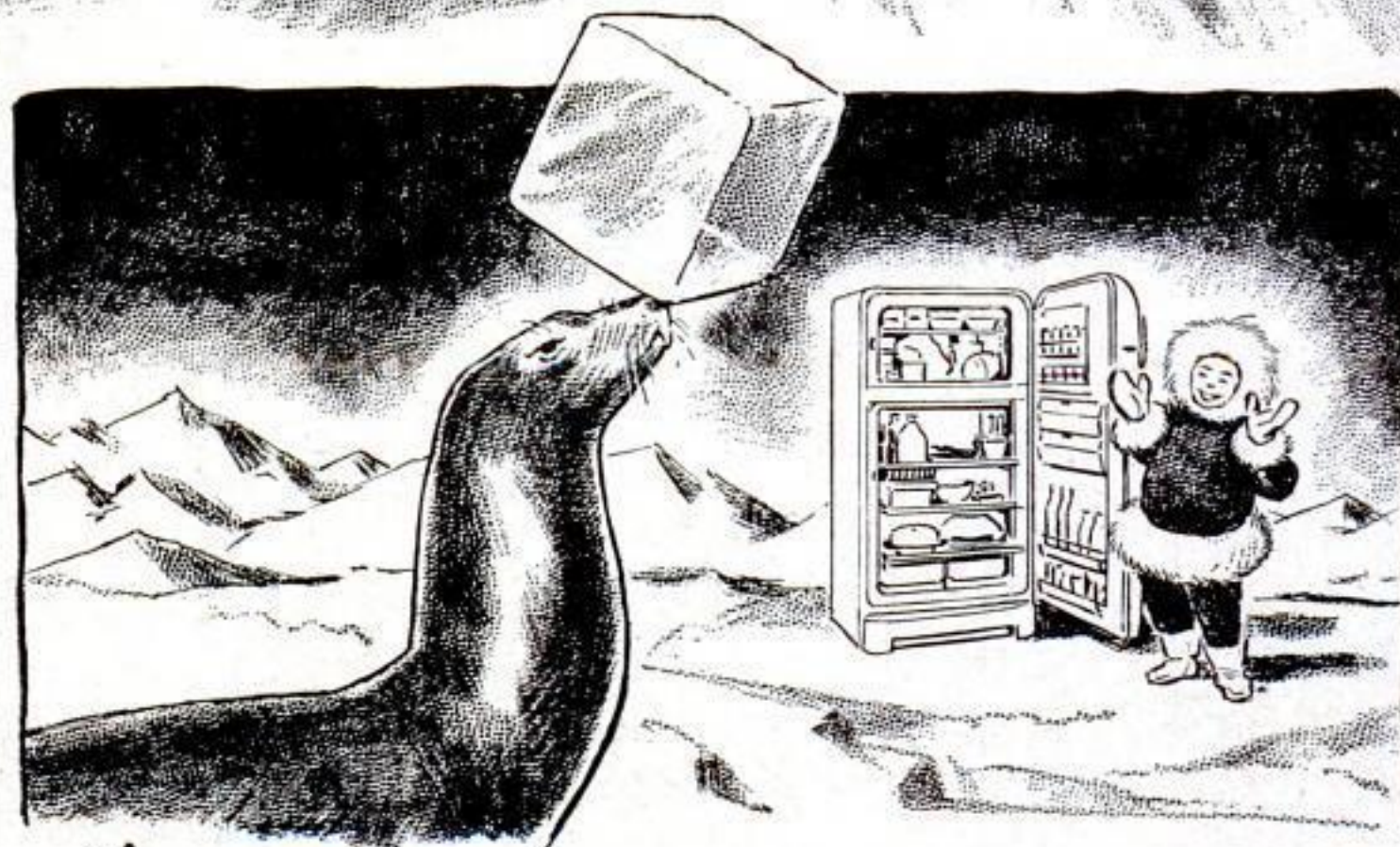
RIPLEY'S



AT SUSTAINED HIGH SPEEDS, SUPERSONIC PLANES HIT A NEW BARRIER--HEAT, CREATED BY AIR RUSHING OVER THE PLANE. IT WEAKENS METALS, TURNS WINDOWS SEARING HOT. PILOTS HAVE TO USE REFRIGERATION! TODAY THE X-3 FLYING STILETTO IS PITTING ITSELF AGAINST THESE HIGH TEMPERATURES -- MEASURING THE EFFECTS WITH SPECIAL INSTRUMENTS. TO FUEL THE X-3'S TWIN JETS THROUGH THESE GRUELING TRIALS REQUIRES EXCEPTIONALLY DEPENDABLE FUEL PUMPS. THE NEED IS MET BY FUEL PUMPS FROM **B-W'S PESCO**. THESE ARE DESIGNED TO WITHSTAND EXTREMES OF HEAT AS WELL AS EXTREMES OF COLD.



EVERY B-W AUTOMATIC TRANSMISSION PRE-TESTED AT HIGHWAY SPEEDS--INDOORS! BEFORE ITS FINAL OKAY, A B-W AUTOMATIC TRANSMISSION IS "DRIVEN" UNDER HIGH POWER IN AN INGENUOUS TESTING MACHINE. HERE IT HAS TO DO EVERYTHING IT WILL EVER DO IN A CAR ON AN ACTUAL ROAD--AND SATISFY SUPER-CRITICAL INSTRUMENTS DOING IT. THIS TEST IS AN IMPORTANT REASON FOR THE UNMATCHED SMOOTHNESS AND QUIET, THE SPLIT-SECOND SHIFTING SPEED OF B-W AUTOMATICS.



NEW "BALANCING ACT" GIVES THIS REFRIGERATOR A STEADIER CHILL!

IN TODAY'S NEWEST REFRIGERATOR-FREEZER COMBINATION, MADE BY **B-W'S NORGE**, EVERYTHING IS AUTOMATIC. THERE ARE NO MANUAL CONTROLS. THE SIMPLIFIED COLD-MAKING SYSTEM BALANCES ITSELF TO KEEP TEMPERATURES PRECISE IN BOTH FREEZER CHEST AND STORAGE SECTION. AND BY BALANCING HUMIDITY AND COLD, IT PERMITS UNCOVERED FOODS TO BE STORED WITHOUT DRYING OUT OR WILTING.


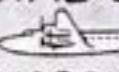
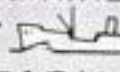
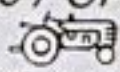

**185 PRODUCTS
IN ALL ARE MADE BY**

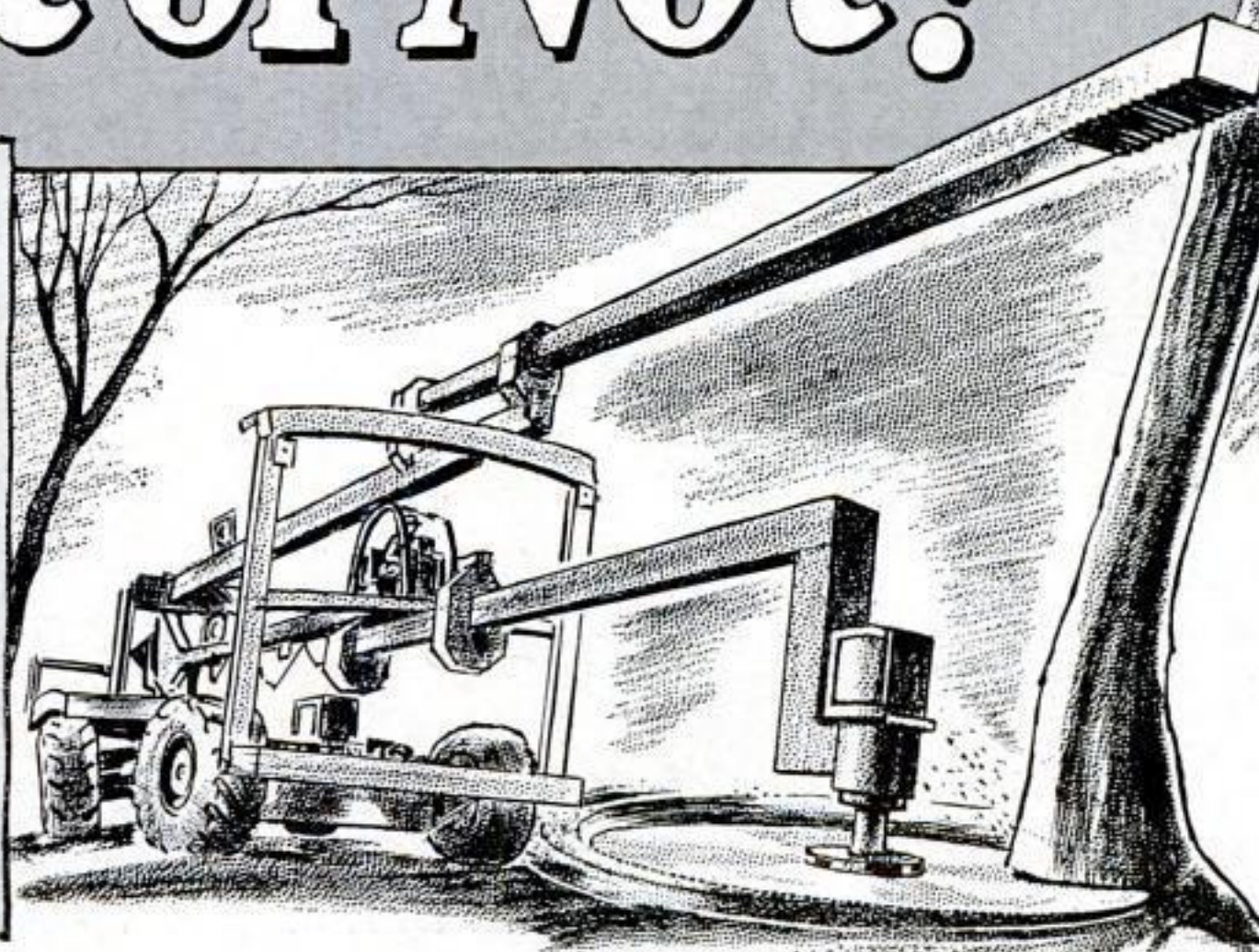
BORG-WARNER

Believe It or Not!

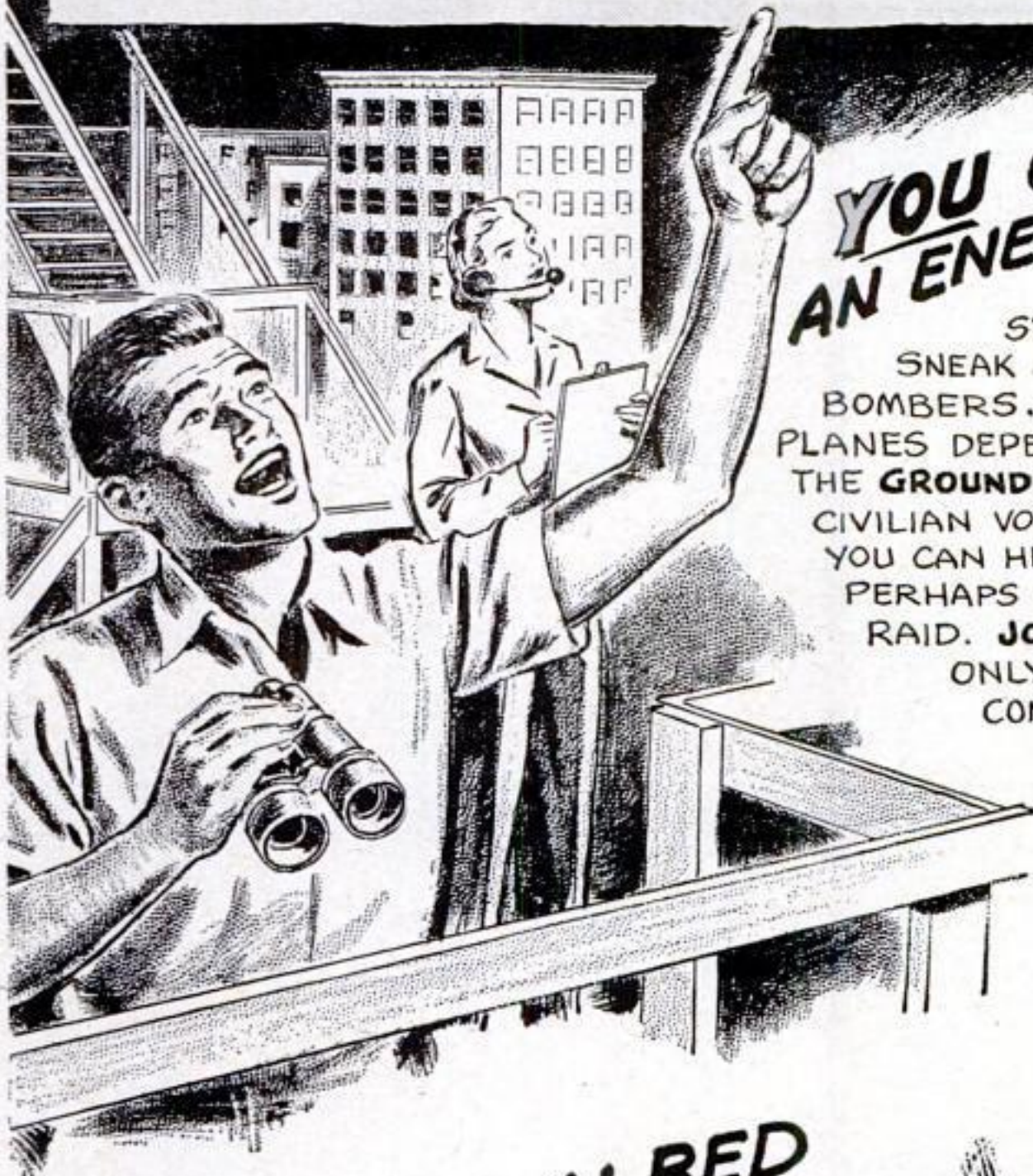


BORG-WARNER SKILL AND INGENUITY BENEFIT ALMOST EVERY AMERICAN EVERY DAY THROUGH THE AUTOMOTIVE, AVIATION, MARINE, FARM MACHINERY AND HOME EQUIPMENT FIELDS!

19 OUT OF THE 20 MAKES OF CARS  CONTAIN ESSENTIAL B-W PARTS. EVERY COMMERCIAL PLANE  AND MANY SHIPS  HAVE VITAL B-W COMPONENTS. 9 OUT OF 10 FARMS USE B-W EQUIPPED MACHINES.  MILLIONS ENJOY B-W HOME EQUIPMENT AND APPLIANCES. 



30-TON MOBILE SAW CUTS FORESTS OFF AT THE ROOTS!



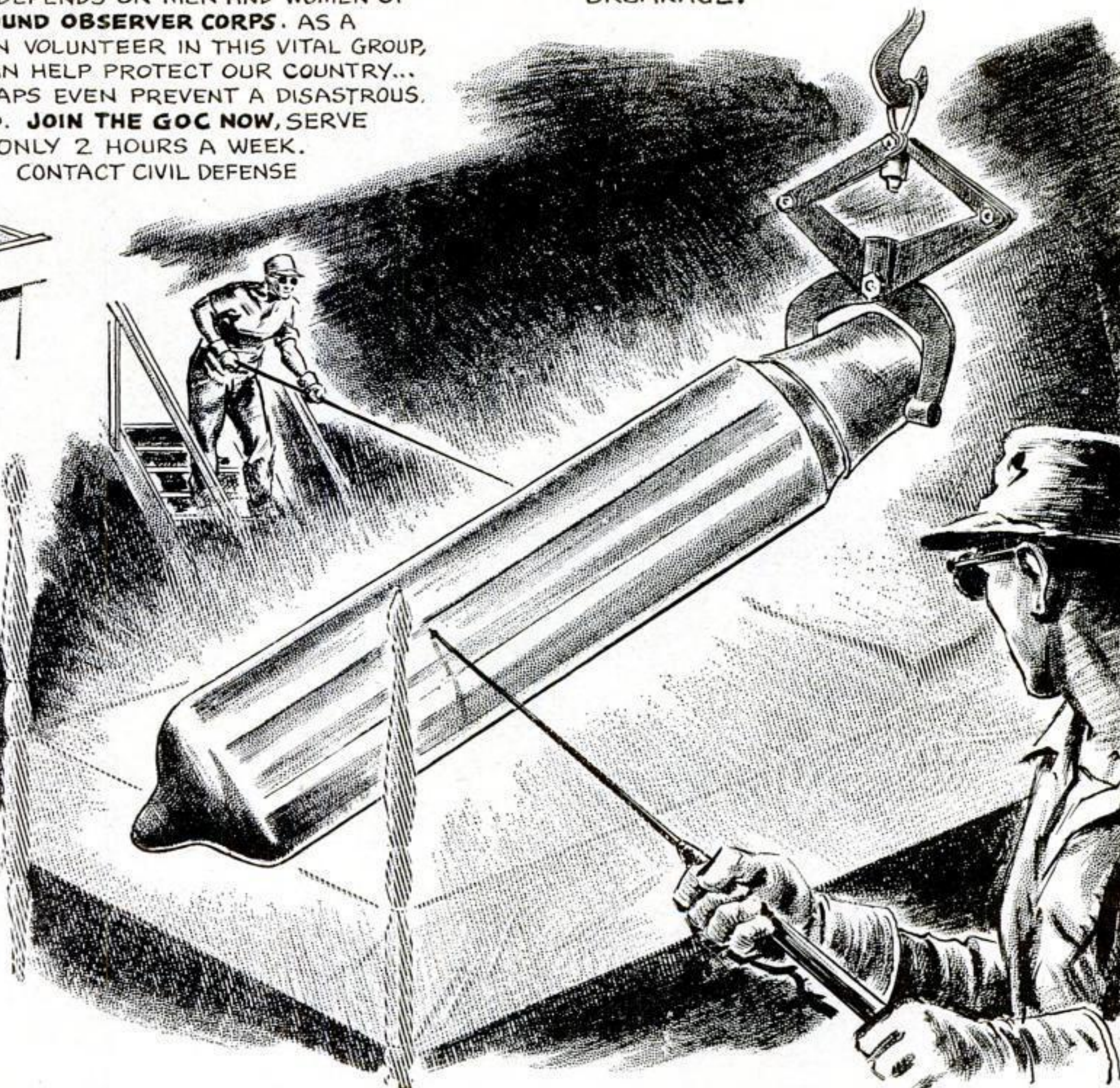
YOU COULD STOP AN ENEMY AIR RAID!

OUR RADAR WARNING SYSTEM GUARDS AGAINST SNEAK ATTACK BY HIGH-FLYING BOMBERS. BUT DETECTION OF LOW-FLYING PLANES DEPENDS ON MEN AND WOMEN OF THE **GROUND OBSERVER CORPS**. AS A CIVILIAN VOLUNTEER IN THIS VITAL GROUP, YOU CAN HELP PROTECT OUR COUNTRY... PERHAPS EVEN PREVENT A DISASTROUS RAID. **JOIN THE GOC NOW, SERVE ONLY 2 HOURS A WEEK. CONTACT CIVIL DEFENSE**

IN A SINGLE DAY, THIS REVOLUTIONARY MACHINE CAN SAW DOWN 10 ACRES OF WORTHLESS TIMBER FLUSH WITH THE GROUND... FREE THE LAND FOR BETTER USE. ITS TREMENDOUS 6-FOOT CIRCULAR SAW HAS BEEN DEVELOPED BY B-W'S **ATKINS SAW**. PRECISION-TOOTHED AND RAZOR-SHARP, THIS SAW SEVERS 2-FOOT HARDWOOD TRUNKS IN SECONDS. TOUGH, DURABLE, IT RESISTS WEAR AND BREAKAGE.

TWO WEEKS IN BED GIVE STEEL MORE MUSCLE!

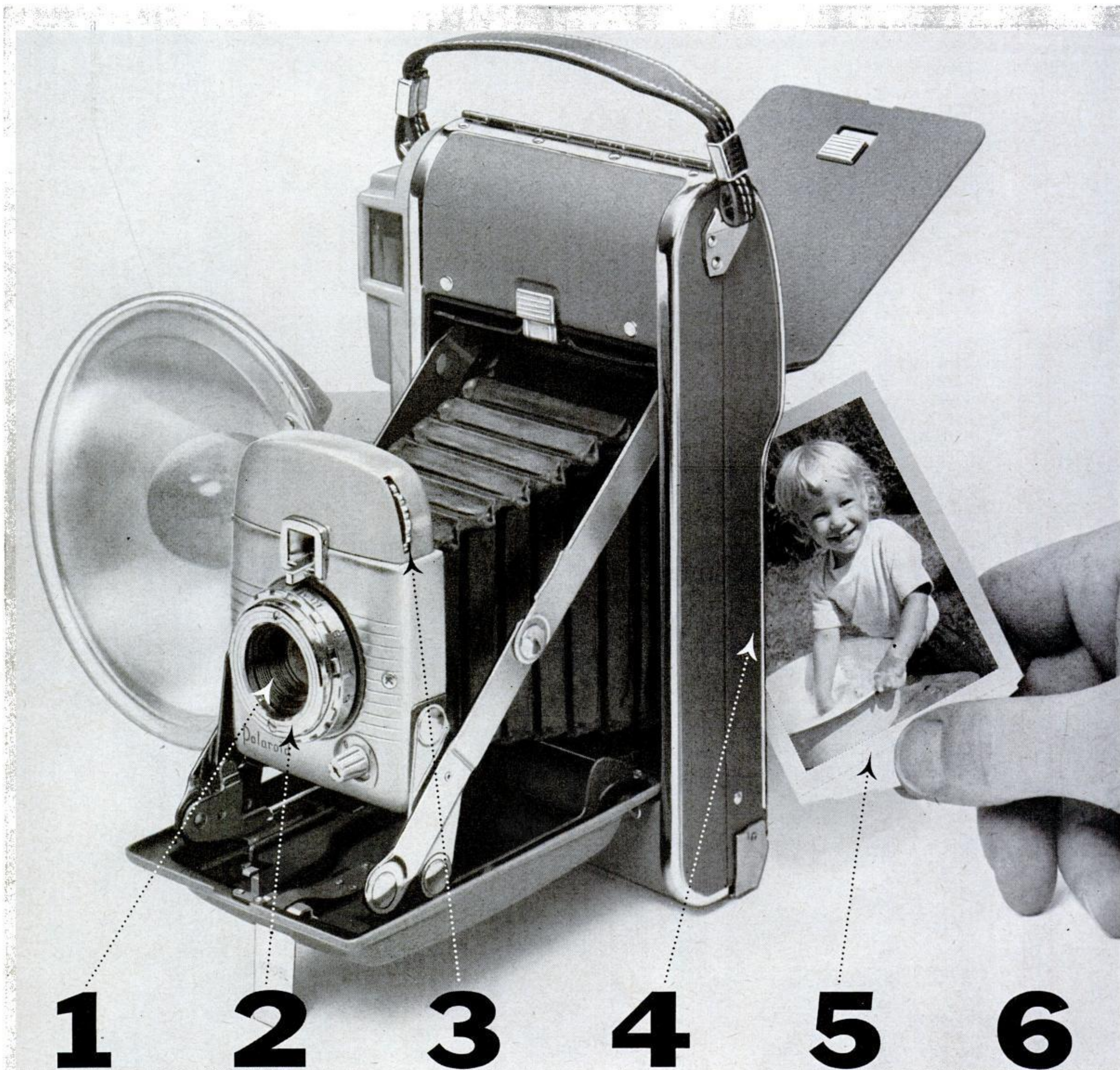
ALLOY FORGING STEEL IS MADE TO ORDER BY B-W'S **INGERSOLL STEEL** WITH PAINSTAKING CARE-- EVEN TO THE WAY IT'S COOLED. HUGE, GLOWING-HOT INGOTS ARE LAID IN SPECIAL "BEDS" AND SNUGLY COVERED WITH INSULATING COMPOUND. THEY REST 2 WEEKS OR MORE UNTIL THEIR TEMPERATURES DROP 2000 DEGREES. BY COOLING BOTH INSIDE AND OUTSIDE OF THE INGOT EVENLY, THIS PROCESS INSURES STEEL THAT IS UNIFORM AND EXTRA-TOUGH CLEAR THROUGH.



These units form **BORG-WARNER**, Executive Offices, 310 S. Michigan Ave., Chicago: ATKINS SAW • BORG & BECK • BORG-WARNER INTERNATIONAL • BORG-WARNER SERVICE PARTS • CALUMET STEEL • DETROIT GEAR • FRANKLIN STEEL • HYDRALINE PRODUCTS • INGERSOLL CONDITIONED AIR • INGERSOLL KALAMAZOO • INGERSOLL PRODUCTS • INGERSOLL STEEL • LONG MANUFACTURING • LONG MANUFACTURING CO., LTD. • MARBON CHEMICAL • MARVEL-SCHIEBLER PRODUCTS • MECHANICS UNIVERSAL JOINT • MORSE CHAIN • MORSE CHAIN, LTD. • NORGE • PESCO PRODUCTS • REFLECTAL CORP. • ROCKFORD CLUTCH • SPRING DIVISION • WARNER AUTOMOTIVE PARTS • WARNER GEAR • WARNER GEAR CO., LTD. • WAUSAU • WESTON HYDRAULICS, LTD. • WOOSTER DIVISION

DO YOU KNOW THESE 6 FACTS

about the amazing 60-second **POLAROID® Land CAMERA?**



1

2

3

4

5

6

This lens is as sharp as any in the world — a Cooke triplet, coated on all six surfaces. It focuses from 3½ feet to infinity for pictures with remarkable detail. A precision lens in a precision instrument, it gives you the sharpest pictures you've ever taken.

Multi-speed shutter with speeds to 1/100 of a second, has been electronically tested to meet closer tolerances than any other shutter on any camera. Action shots, panoramic views or portraits, this camera is equipped to give you magnificent results.

You set only one dial — which selects the right lens and shutter speed for any light, from the grayest day to the sunniest. Every part of this camera was engineered to be foolproof. (The built-in flash guide, for instance, figures exposures automatically.)

You get a finished print in 60 seconds right out of the back of the camera — a beautiful, lasting print you'll enjoy for years. It couldn't be simpler! And because you see your results on the spot, you can quickly learn to turn out better and better pictures.

Prints are clear, sharp, rich in tonal values. They have the kind of sparkle and brilliance you see here — and a wealth of detail you wouldn't dream you could catch with a camera that's so simple to operate. You can get faithful copies and enlargements too.

It costs a lot less to own now — only \$69.95 . . . and you can get it at local camera dealers for \$1.19 a week. Now that you've got the facts, why put it off another summer? Look into a Polaroid Land Camera now. There isn't another camera like it in the world.

POLAROID CORPORATION, CAMBRIDGE, MASS.



COMPETING IN GREEN HUNTERS CLASS, MRS. HERBERT F. COX CLEARS A HURDLE

RUNNING IN QUALIFIED HUNTERS CLASS, MRS. BETTY CALDWELL LEAPS A WALL



Horseless Show

by Horsy Set



JUMPING BARRIER, MORRIS DIXON WINS IN QUALIFIED HUNTERS CLASS

MAIN LINERS AID RIDING TEAM

To raise money to help send a U.S. equestrian team to the 1956 Olympic games, the horsy set of Philadelphia one recent evening put on a horse show—but without horses. In a 40x40-foot tent on Wyola Farms in the Newtown Square suburb, exquisitely gowned Main Line ladies, their well-groomed escorts and visiting horse experts leaped over hurdles, cantered, trotted, neighed and otherwise impersonated horses before an audience of about 150.

The program followed the prescribed competition of regular horse shows. In a contest called the Lead Line Class, gentlemen were driven around the ring by their ladies. In the Ladies Hunters Class competitors had their legs examined by male judges of good horseflesh. All told, the horseless horse show raised about \$2,000.

When you shop for an Air Conditioner

DO THIS!



A SIMPLE TEST DEMONSTRATES
INTERNATIONAL HARVESTER'S

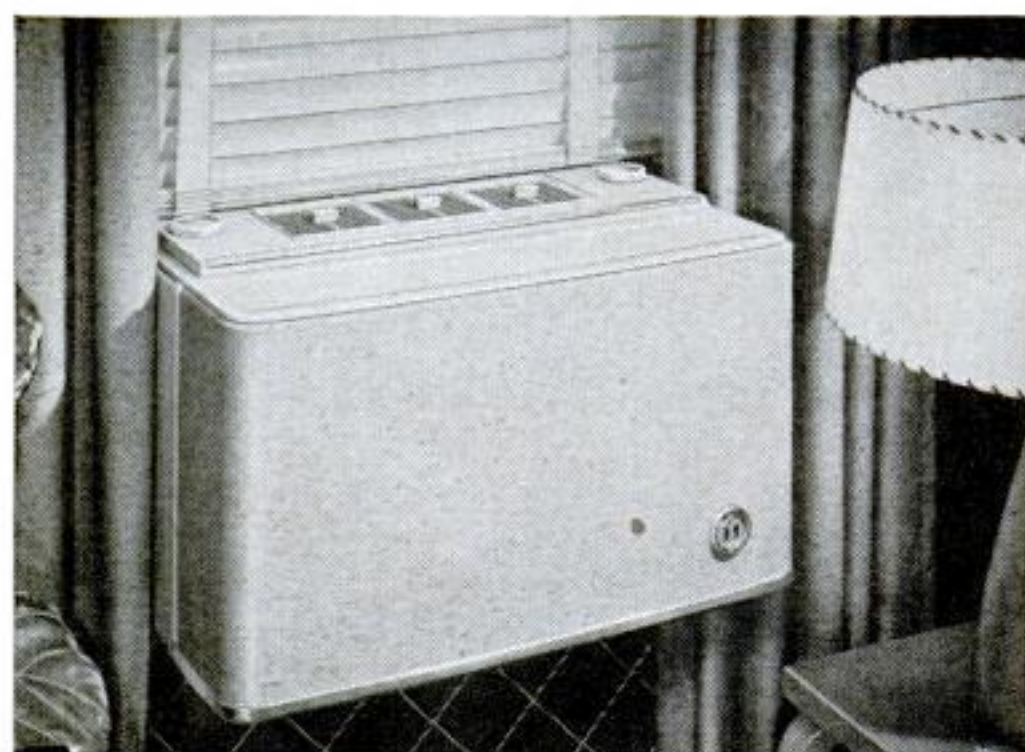
No-Draft Cooling

When you walk up to the air conditioner display in the store, make this simple test before you buy.

Put your hand up to the demonstrator models. Some air conditioners blow cold air out the front. You can feel it — and think how it's going to feel aimed right at the back of your neck.

Then, hold your hand *over* an International Harvester Air Conditioner. See how IH sends cool, clean, dry air *out the top* — up, around, all over the room — never directly on you. That's what we mean by "No-Draft Cooling." It's quick, it's quiet — and you *never* sit in a draft!

IH IS YOUR "BEST BUY"...HERE'S WHY:



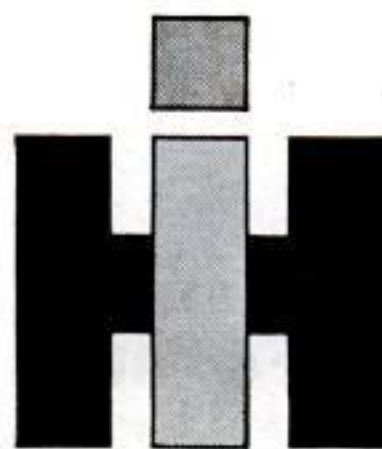
The air conditioner you can decorate to harmonize with your room — 1/3 to 1 h.p. — see them at your IH dealer's.

- Cools more air for less money with IH "Tight-Wad"® compressor unit and king-size coils.
- Cuts Operating Costs — cools room faster so you save on electric bills!
- Automatic thermostat switches off when room is cool — on again when outdoor temperature rises.
- Giant filter takes dust and pollen out of air before it's cooled.
- Precision built — Engineered and made by International Harvester — for 124 years, makers of precision machinery.

You can own an IH for less than \$2.50 a week
after small down payment

**INTERNATIONAL
HARVESTER**

180 N. Michigan Ave., Chicago 1, Ill. International Harvester also builds Refrigerators . . . Freezers . . . Dehumidifiers . . . McCormick Farm Equipment and Farmall Tractors . . . International Trucks . . . International Earthmoving Equipment.



HORSELESS SHOW CONTINUED



HOOF INSPECTION is made by Preston M. Liversidge on a pretty horse-woman, Ann Sullivan, while another judge, Dr. J. Anthony Kelly, looks on.



LEAD LINE TEST shows the ability of horse-impersonator Joseph J. Wall to obey commands of Mrs. Wall. Reins were improvised from his suspenders.



RIBBON WINNER George Brooke III gets Lead Line Class prize from Mrs. Frank O'Brien Jr., hostess, for showing with Mrs. Richard McNeely (left).

CONTINUED ON PAGE 111

why is **Streamlite Samsonite**
the most popular luggage in the world?



LADIES' WARDROBE, \$25*

HAT BOX, \$15*
BOTH FOR ONLY \$40*

Graduates prefer Samsonite

...because it's strongest and smartest



Streamlite Samsonite is the world's best travelling companion. Strong enough to stand on, and handsome, too. In six "better-than-leather" finishes that defy wear: Bermuda Green, Saddle Tan, Alligator finish, Colorado Brown, Rawhide finish and Admiral Blue (featured).



Samsonite carries more clothes in less space, wrinkle-free. Stunning "off-round" Hat Box is a roomy weekender in itself. Its spacious interior is richly lined for on-the-go glamour, has generous pockets in bottom and lid. No wonder Samsonite is a world best-seller!



Special tight-fitting tongue-and-groove construction makes it moth, dirt and dustproof. Its streamlined brass locks won't tarnish, are easy to close, can't pop open. All cases wipe clean with a damp cloth.

*Prices subject to existing taxes. Prices higher outside continental U. S. • Shwayder Bros., Inc. Luggage Division, Denver 9, Colo. Folding Furniture Division, Detroit 29, Mich. • BY THE MAKERS OF SAMSONITE CARD TABLES AND CHAIRS

NOW

look what we've
cooked up for you



It's ready to serve! Food editors and homemakers who've tried DEL MONTE Stewed Tomatoes call this the happiest vegetable combination in years.

You get plump, ripe tomato chunks cooked with green peppers, onions and celery, and ready to serve. With such wonderful flavor you'll say that someone's grandmother must have seasoned them!

If they sound good—glory be, just wait till you taste 'em. DEL MONTE Stewed Tomatoes are delicious "as is."

And there's no end of exciting ways to use them in short-cuts to superb stews, casseroles, soups and sauces.

This new DEL MONTE vegetable combination is available all over the country NOW. Ask your grocer. He has it already, or can easily get it for you!

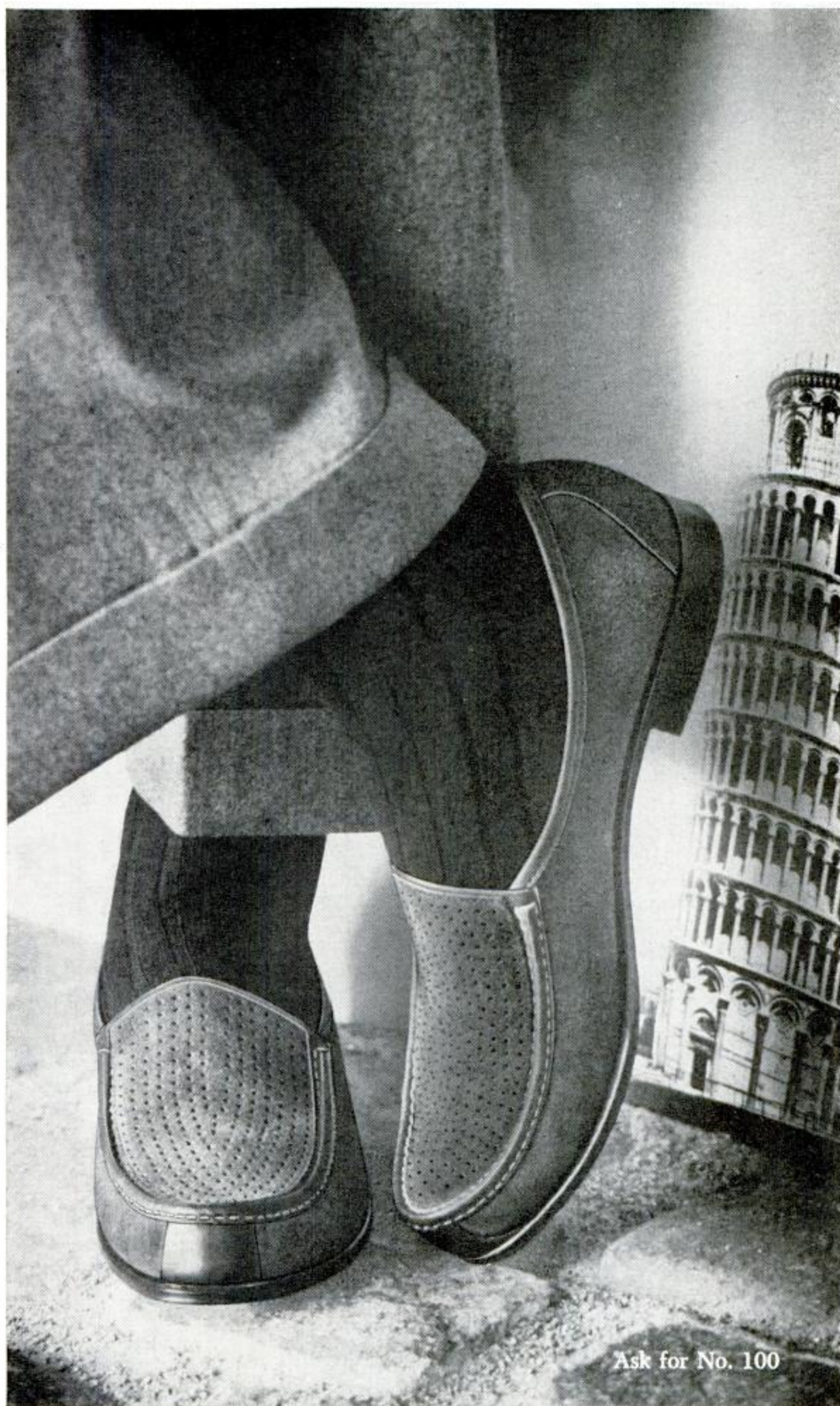
DEL MONTE®
stewed tomatoes



BALANCING A GLASS, Preston Liversidge chats with Announcer Chris Wood (*foreground*) before Green Hunters Class. The trick was his own idea.



STEPPING GRANDLY, Liversidge moves toward the finish line with about half of contents of glass still unspilled. Judges voted stunt "most original."



Italian slant . . . Signor

Slip into the light-hearted spirit of Italy in the springtime.

Winthrop, first with this new style, presents the Signor!

Slip-on moccasins with low-cut topline design . . . soft hand-sewn leathers . . . styled with the new true Italian flair. See the complete selection of Signors, in smart smooth and shag leathers at your Winthrop dealer's.

Style shown, rust brown ventilated shag leather.

Winthrop Signors \$12.95 to \$15.95

Other Winthrops from \$8.95. Winthrop Jrs. for Boys \$7.95-\$8.95

Slightly higher in the West

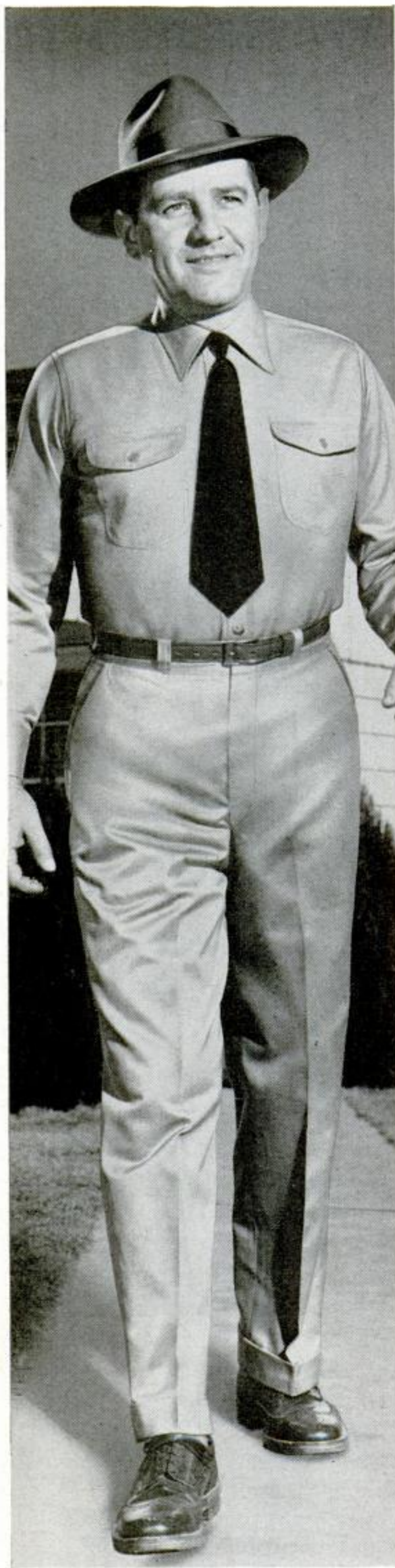


WINTHROP

SHOES

Write Dept. C for free Style Selector and name of nearest dealer • Winthrop Shoe Co.
Div. International Shoe Co., St. Louis

BRAND NEW...



Trim, Tailored Look

This is a brand new set of Lee Chetopa Twill Matched Shirt and Pants. More than 55 dress-up extras are tailored into these famous work clothes—and their good looks show it. Perfectly matched collar points, rounded interlined sleeve cuffs, dress-tailored, color-matched trousers only begin to tell you how much smart styling that's just as close as your nearest Lee Dealer. See him.

LEE
CHETOPA TWILL
MATCHED SHIRTS
AND PANTS
FOR WORK
AND PLAY



WASH TESTED...



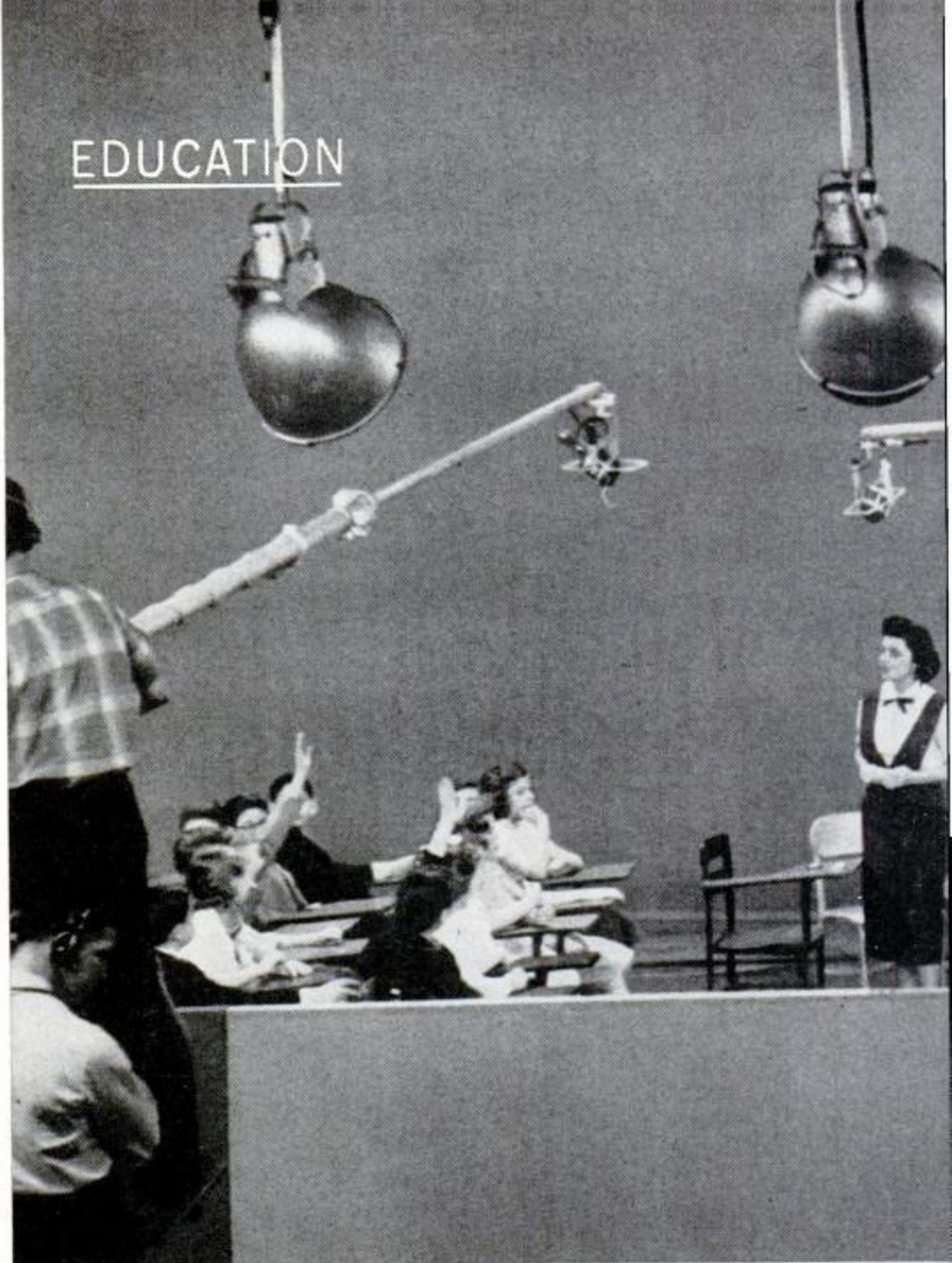
Still New-looking

These Lee Chetopa Twills, have undergone an actual washing test equal to a full year's laundering. Yet, notice how trim and new-looking they still are. Not even a year's washings spoil their fresh, crisp, tailored appearance. Months of wear left! Be sure you get the extra value this tough washing test proves. Wear Lee Chetopa Twill Shirts and Pants. The H. D. Lee Co., Kansas City 8, Mo.

EVERY
LEE GARMENT
UNION MADE—
UNION LABELED



EDUCATION

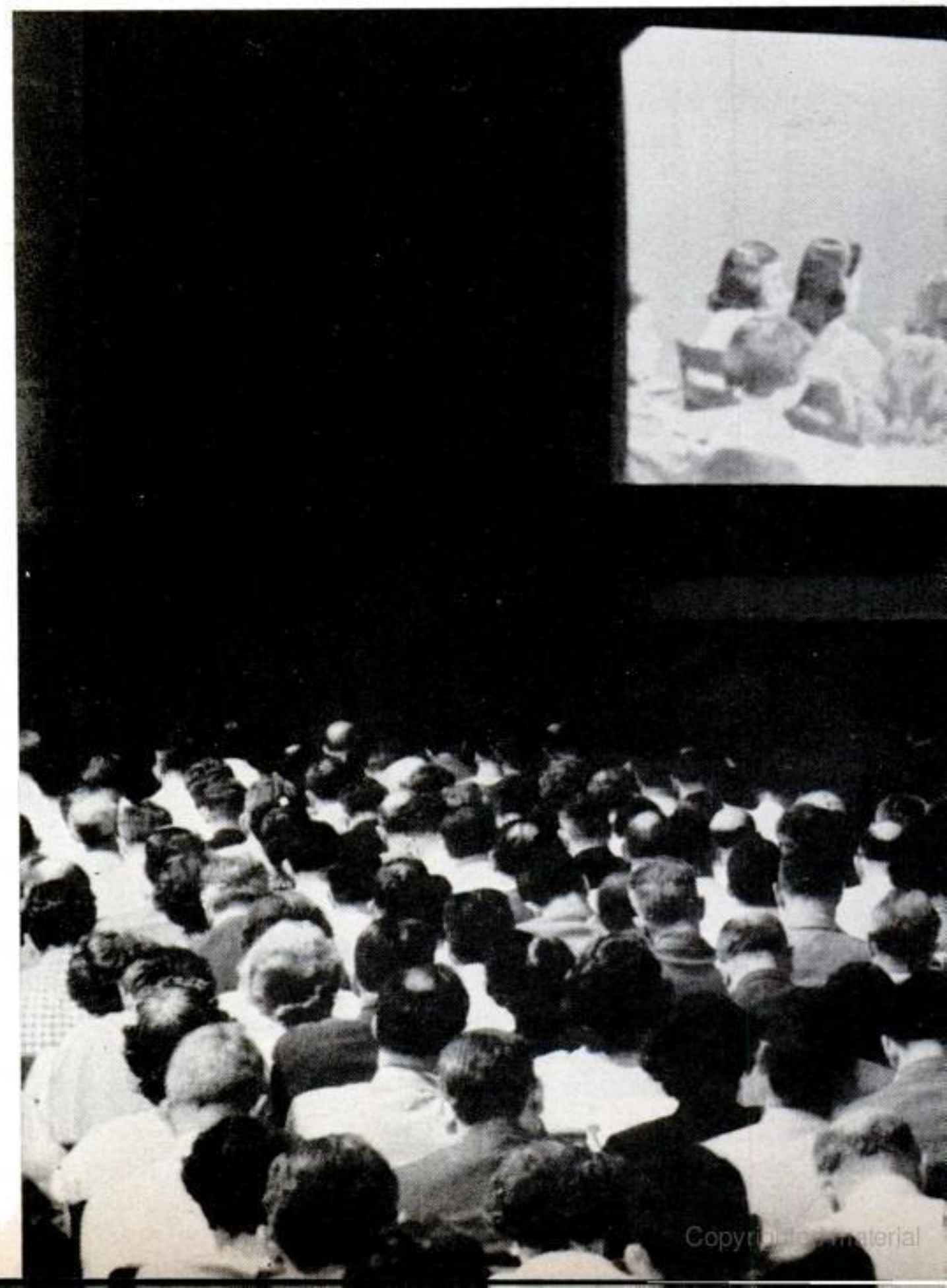


SIXTH-GRADE CLASS AND ITS TEACHER, MARY TIGHE, MET IN AN UPTOWN

TEACHERS GRADE

While three TV cameras focused on the New York teacher meeting her class (*above*) in a television studio, 720 other teachers met in a school auditorium three miles away and carefully watched her work on a huge TV screen. The watchers all wanted to be school principals and were preparing to write supervisory reports on the teacher's effectiveness. In New York's public school system that report is part of the examination each applicant for a principal's post must write.

TEACHERS WHO WANT TO BE PRINCIPALS MET IN A SCHOOL AUDITORIUM



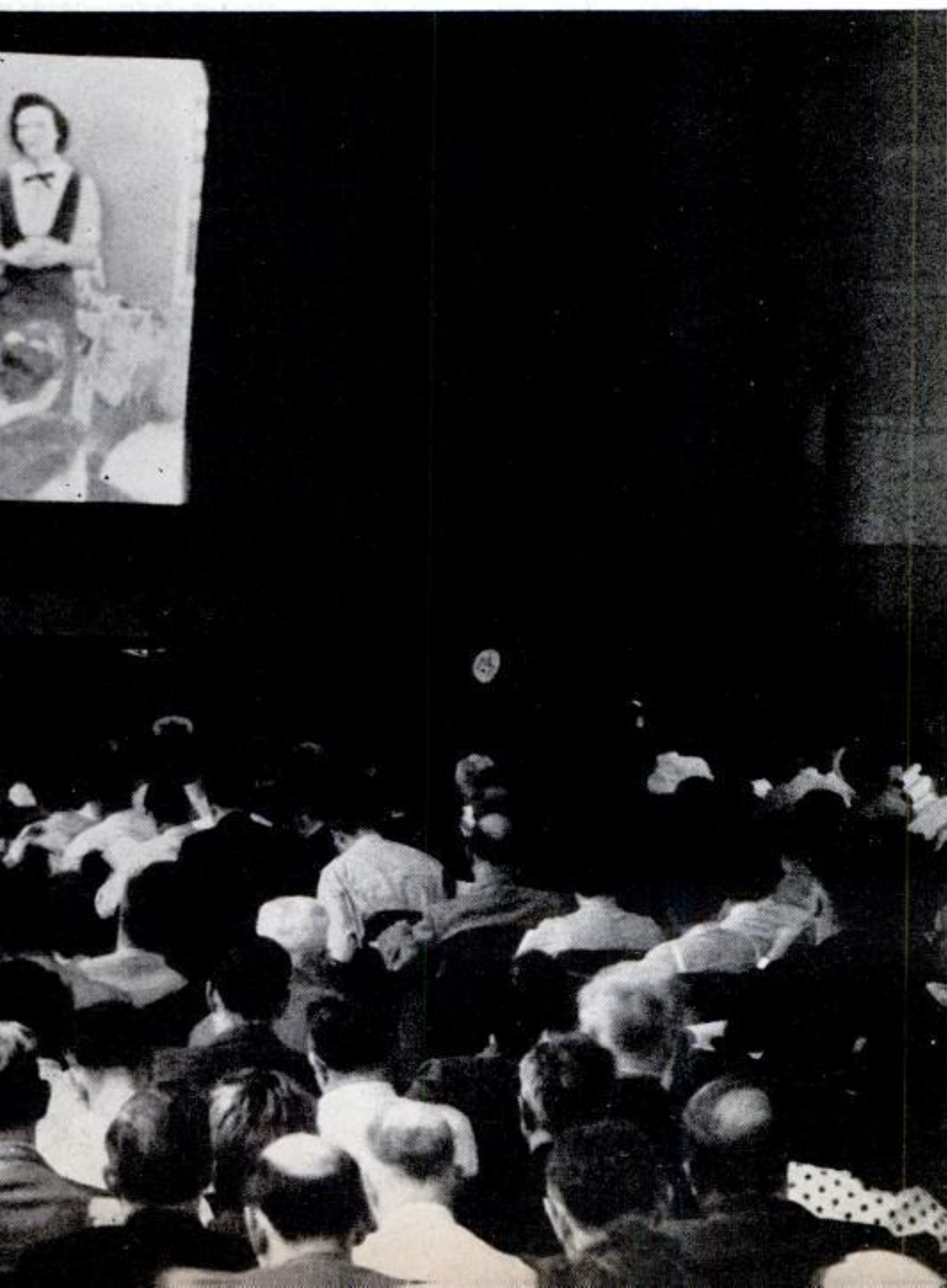


NEW YORK WCBS-TV STUDIO, HELD DISCUSSION ON PAN-AMERICANISM

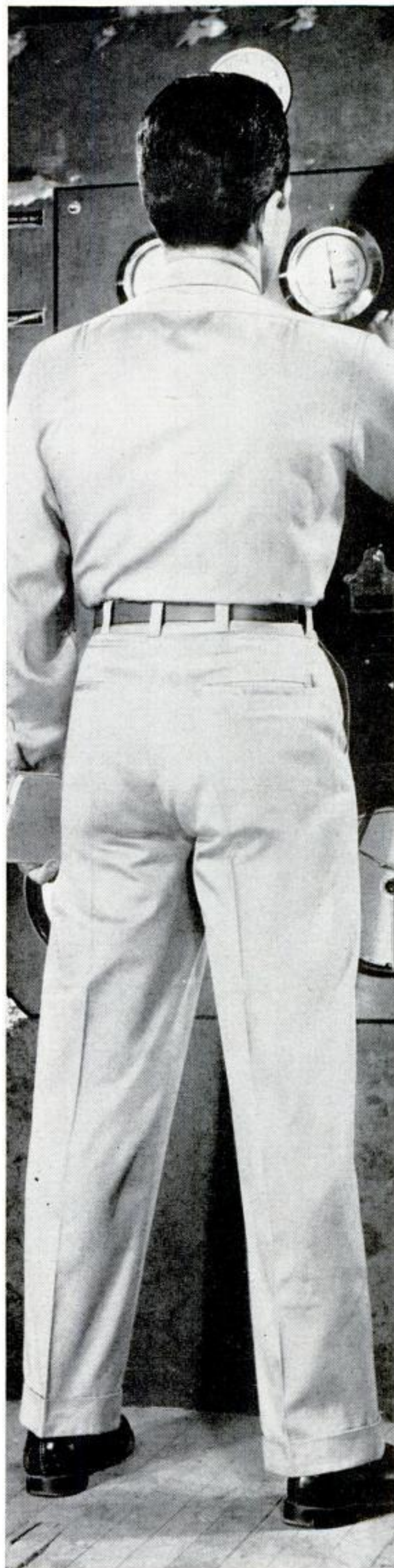
TEACHER ON TV

Up to now the examinees trooped off in small groups to different classes about the city. The system produced difficulties. Classes under observation were naturally somewhat self-conscious and flustered and the reports were on different situations—two conditions which made grading complicated. This year there was less grumbling all around as all the applicants saw the same class on closed-circuit TV. Seventy of the televiewers will be fledgling principals in the fall.

IN DOWNTOWN NEW YORK, WATCHED CLASS IN ACTION ON LARGE SCREEN



INDOOR JOB...



Gives ease, comfort

A wide range of "Tailored Sizes" in Lee Chetopa Twill Matched Shirts and Pants assures you of better personal fit. Your "Tailored Size" is shaped to your own body proportions. No binding. Plenty of "give" for easy, natural action. Sanforized for permanent fit. More comfort, better looks, longer wear—you get them all or your money back. That's guaranteed. The H. D. Lee Company, Kansas City 8, Missouri.

EVERY
LEE GARMENT
UNION MADE—
UNION LABELED



OUTDOOR JOB...



Takes rugged wear

Woven exclusively for Lee Matched Shirts and Pants, tough Lee Chetopa Twill fabric outwears, outlasts ordinary twills. Your greatest work clothes value for outdoor jobs. Withstands all kinds of weather, resists scrapes, snags and tears, takes all the strain an active man on an active job must give his clothes. Built to the one and only Lee standard of quality. See your Lee Dealer soon.

LEE
CHETOPIA TWILL
MATCHED SHIRTS
AND PANTS
FOR WORK
AND PLAY



exciting



is the word
for the Spanish
swimsuits by

Cole
of California

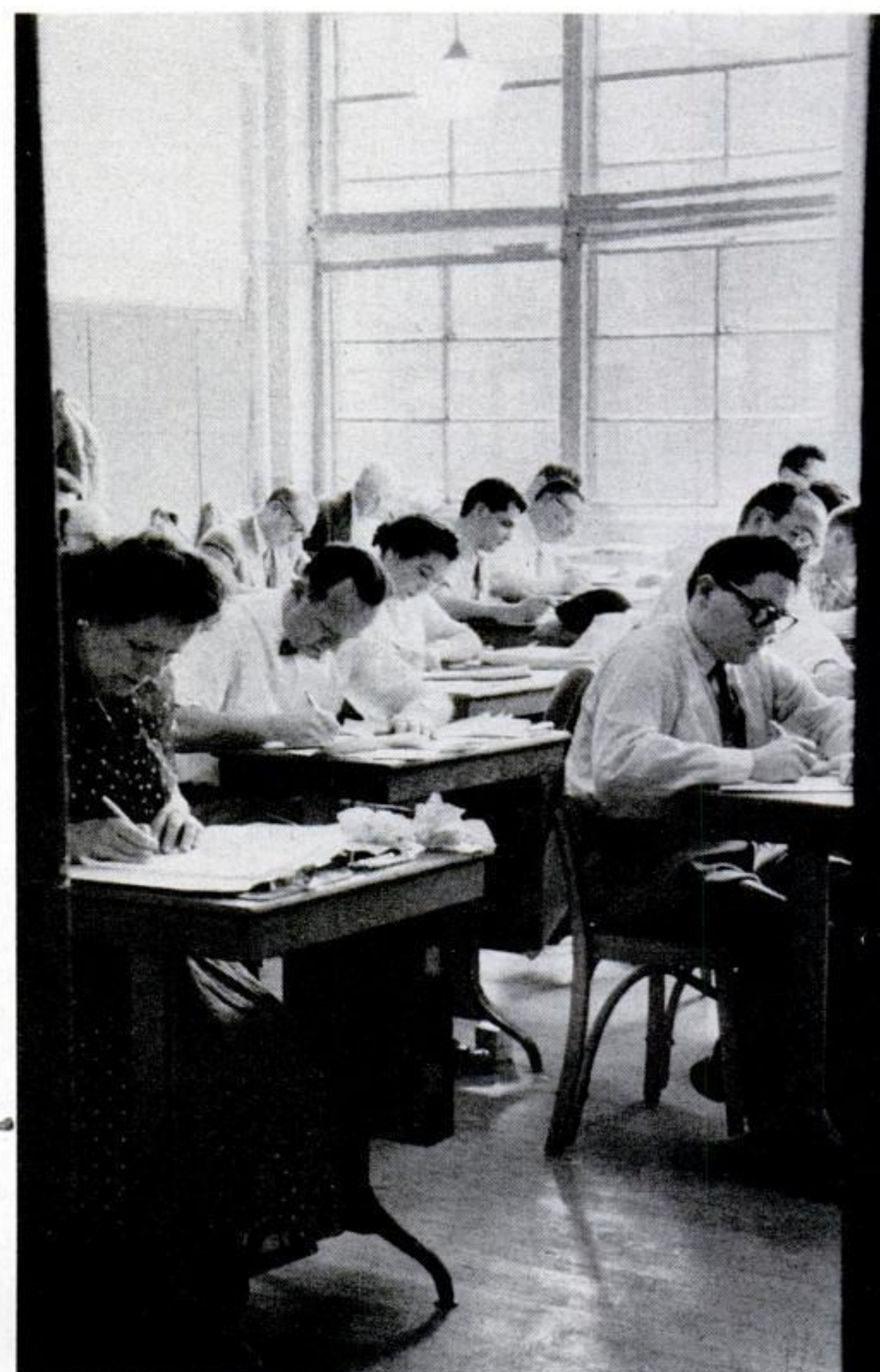
© Cole of California 1955

You madden the male animal in your braided maillot—bull-black notched with furious red. Superb, skin-tight Lastex. From Cole's Spanish collection. \$17.95.

Teacher on TV CONTINUED



TELEPHONE MANNERS were demonstrated by third-graders, who gave up a day of vacation to be examination subjects for their future principals.



APPLICANTS' REPORTS on classes' strengths and weaknesses were written in two hours after TV show. Grading of reports will take three months.

From the pleasure
in these glasses...

...you'll discover how

*California wine helps
you live better*

This is California Sherry wine. And, as you see, beauty is part of its pleasure.

But when you sip, you'll discover more. You'll find a richness of flavor that has no equal—a flavor you linger over *leisurely*. For you just don't rush with wine. And that is another part of the better living you enjoy with wine.

You find the same pleasure in *California Burgundy* with its rich-red, appealing color and its fragrant bouquet. They wake up your taste buds. And then you find the deep, satisfying flavor of the wine itself gives a new goodness to the other foods on your table.



The same pleasure comes with *California Sauterne*. Its bright, golden color makes your dinner gay...its aroma invites you to eat... and the piquant flavor of Sauterne gives a lift and sparkle to the whole meal.

And you ought to discover the famous velvety-smooth *Port wine* of California for pleasure when you entertain. Note the regal color and how it says "welcome" to guests. And how Port's delightfully sweet, mellow flavor sets an easy pace for an evening of friendly enjoyment.



It's easy to discover these and other ways to live better. For the finest California wines cost you only a few cents a glass to serve.

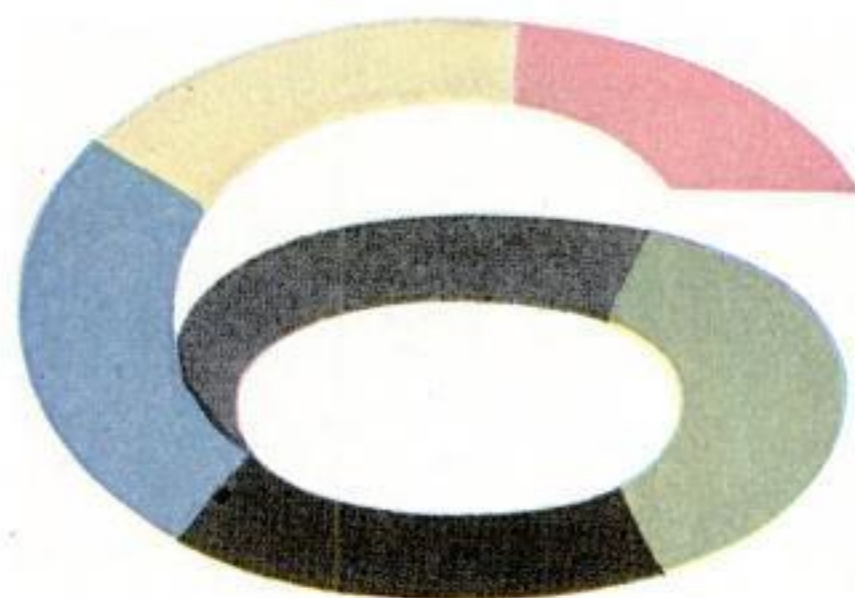
WINE ADVISORY BOARD • 717 MARKET STREET • SAN FRANCISCO 3, CALIFORNIA





Now...the famous Royal standard

in



exciting colors!

Here's another Royal first—color in standard typewriters—your choice of 6 exciting colors!

Just as "Magic" Margin, "Touch Control," and other mechanical features make Royal easier to use, so does this Royal first make it a real joy to look at.

Remember: Royal offers you the 3 exciting colors shown plus 3 more . . . ivory, brown, and gray.

No longer need standard typewriters look like drab blobs in modern offices.

Now, with Royal Standards, your typewriters can be spots of bright, cheerful

color, enhancing a modern office décor.

Easy to look at? Obviously, they are. But these exciting Royal Standards are easy and rewarding to use, also.

Beauty not skin deep

They are famous for their durability and are built so sturdily that they take less time out for repairs. And because they are so all-around tops, they are the 2¼ to 1 favorite among business people who type.

Why not live a little and ask to see these new beauties? The Royal Representative will gladly arrange a free trial.

ROYAL[®] *standards*



the Royal touch is the light touch

"Magic" and "Touch Control" are registered trade-marks of the Royal Typewriter Company, Division of Royal McBee Corporation



More Than Just Cured! Armour Star Bacon is

Smoked over fragrant Hickory wood!

What a wonderful new difference this smoke from hickory and hardwood fire makes! There's no other bacon quite like Armour Star . . . so good to taste, so full of tempting hickory flavor.

Only the best lean bacon—carefully sugar-cured—is chosen to carry the Armour Star label. Wrapped fresh daily, and rushed to your store under refrigeration.

Try this Armour Star Bacon with the delicate flavor of fragrant hickory wood smoke. See if you don't find it a truly different experience in bacon flavor. Ask for Armour Star Bacon *today*.

You know it's good!

ARMOUR
STAR

The Armour Star label is one of the world's great guarantees!



A SCOPES RETRIAL

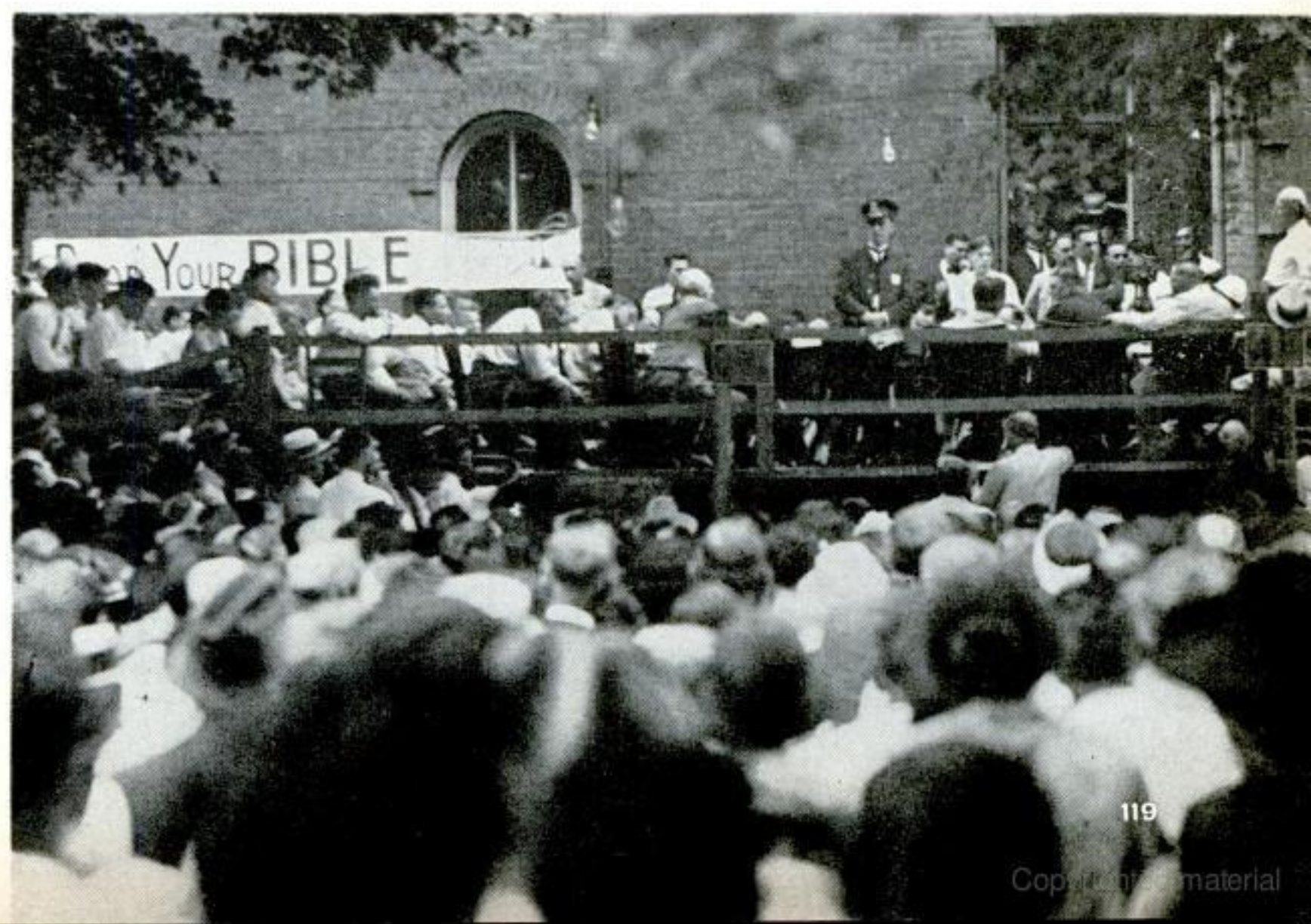
Evolution fight makes courtroom drama

To a Broadway season which has perked up all around in its last weeks, a new drama called *Inherit the Wind* has brought another gust of excitement. It is based on the celebrated Scopes trial in Dayton, Tenn., which convicted a young science instructor for having taught Darwin's theory of evolution. In the play names have been altered to give more dramatic leeway to its authors, Jerome Lawrence and Robert E. Lee. But the lawyer for the prosecution, Mathew Harrison Brady, clearly represents the great fundamentalist tub-thumper, William Jennings Bryan, and Lawyer Henry Drummond is the counterpart of Clarence Darrow, who came to Scopes's defense because "the right to think is on trial."

In a brilliant double-decker setting, crowds in shirt sleeves and calicoes fawn over Bryan and shun Darrow as if he were the devil's disciple. The acting, especially by Paul Muni as Darrow and Ed Begley as Bryan, is excellently broad and showy. The whole play, splashed together in bold colors like a circus poster, makes vivid a provocative piece of U.S. history.

TUMULT IN TOWN, in play's imaginative set, produces prayer meeting outside. Inside (*foreground*) conference occurs between characters who depict Darrow, Scopes and stage sweetheart.

REAL TRIAL IN 1925 MOVED OUTDOORS BECAUSE OF SWELTERING WEATHER →



Thousands switch to New greaseless anti-perspirant that lets your skin "breathe"

Never before a deodorant so extra-effective
yet so pleasant to use!

- Underarms are absolutely dry in seconds—stay dry
- Ends danger of perspiration moisture and odor
- Feels refreshing . . . glides over skin!
- Unique new formula contains nothing to stop skin's natural "breathing"
- First and only greaseless, full-strength anti-perspirant stick

Here it is. Fresh Stick Deodorant. A new formula deodorant that's non-acid! Non-greasy! And it's the only deodorant and anti-perspirant that goes on dry . . . invisibly . . . without any greasiness or a drop of moisture!

You can say goodbye to "dribble" down the arm . . . to messy fingers! Never again will you have that gummy, sticky feeling under your arms.

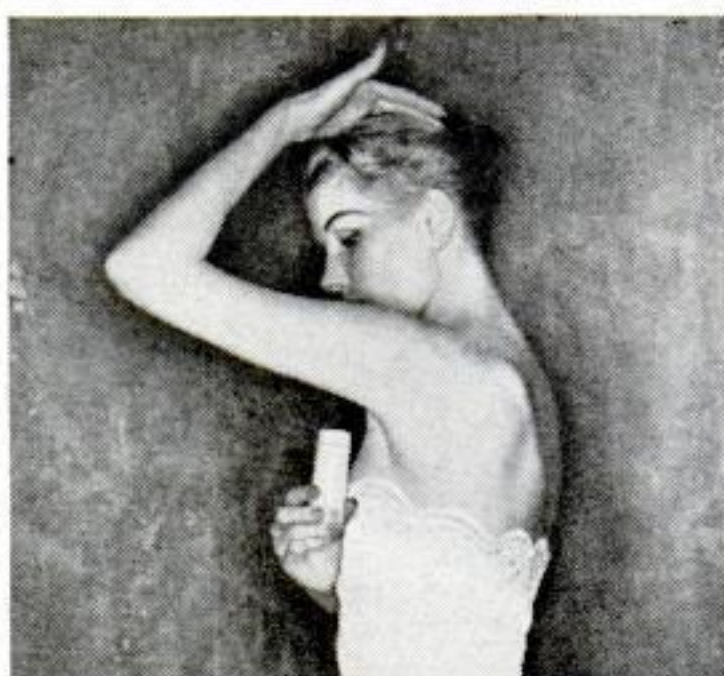
You can apply new Fresh Stick just before you go out—even when in a hurry.

No waiting to dry

No risk of spoiling clothes

It's no wonder women everywhere are switching to new Fresh Stick Deodorant.

**No messy fingers!
No greasy drip . . .
Glides on—smooth as silk!**



Unique plastic push-up tube holds stick. Fingers never touch it! Fresh Stick is so neat—why bother with messy liquids or creams!

REFRESHING! COOLING! Fresh Stick feels refreshing as your morning shower . . . leaves skin with a wide-awake feeling—invigorated instantly. You'll love Fresh's light, bracing fragrance, too, its wonderful—clean—fresh bouquet. No heavy masking perfume! No strong odor to linger about you!

"So effective—so refreshing!" enthusiastic users say.



Mrs. P.S. of Georgia. "Fresh Stick really works, and it's so easy to use. I'm through with messy creams."



Mrs. W. K. S. of New York. "New Fresh Stick is for me! No mess, fuss putting it on. Never an odor in my clothes."



Miss E. M. of Florida. "No dribble down my arms. I can dress immediately, can't do that with sprays!"

Never before a deodorant stick like this! It's unlike any you've ever used. New Fresh Stick is the first and only full-strength anti-perspirant stick that contains . . .

No messy greasiness

**No corrosive acid salts
(that ruin clothing)**

**Nothing to interfere with
skin's natural "breathing"**

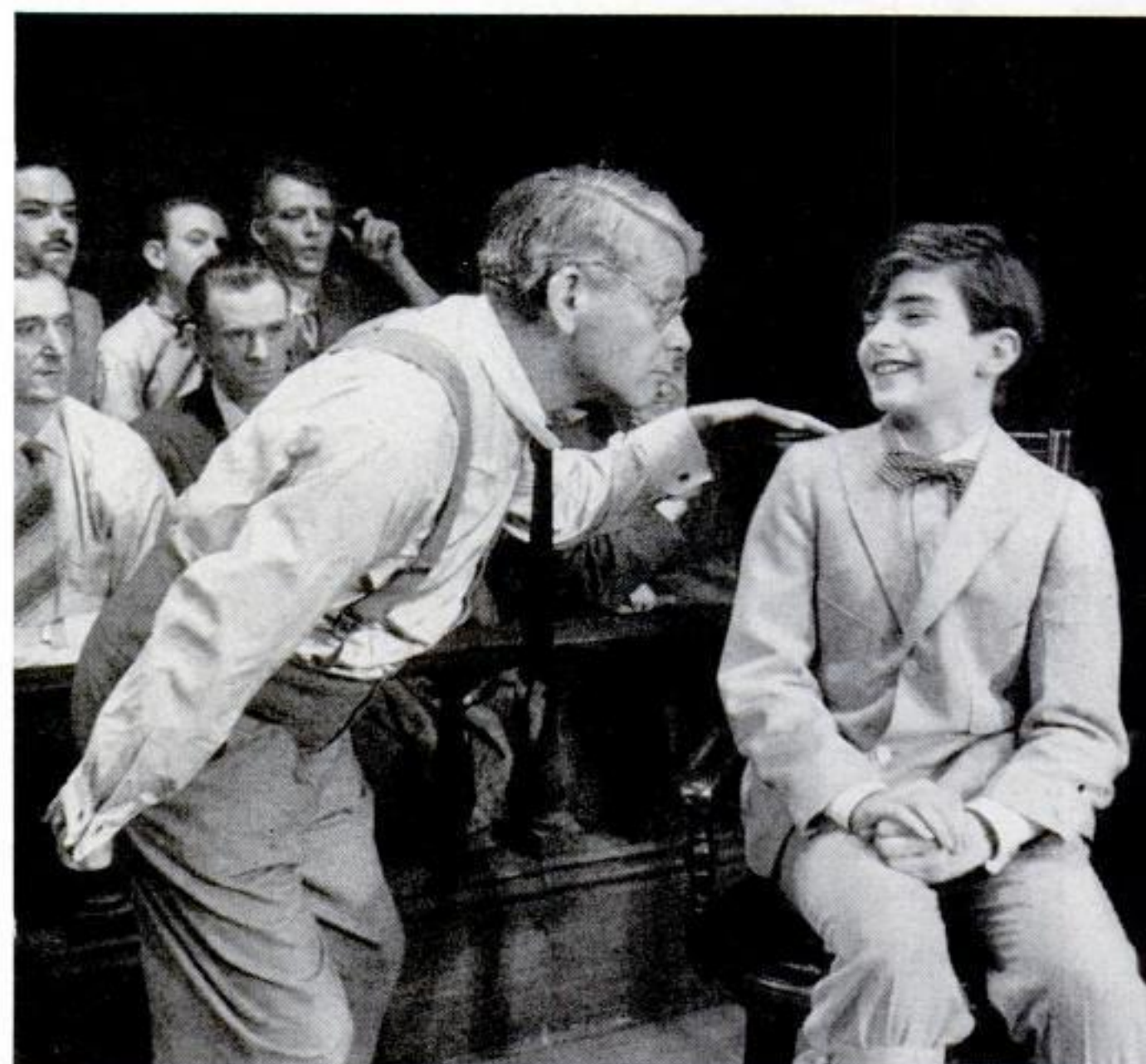
NEW Fresh STICK

For extra-effective protection against underarm moisture and odor, use new Fresh Stick every day. Only 69¢ plus tax.

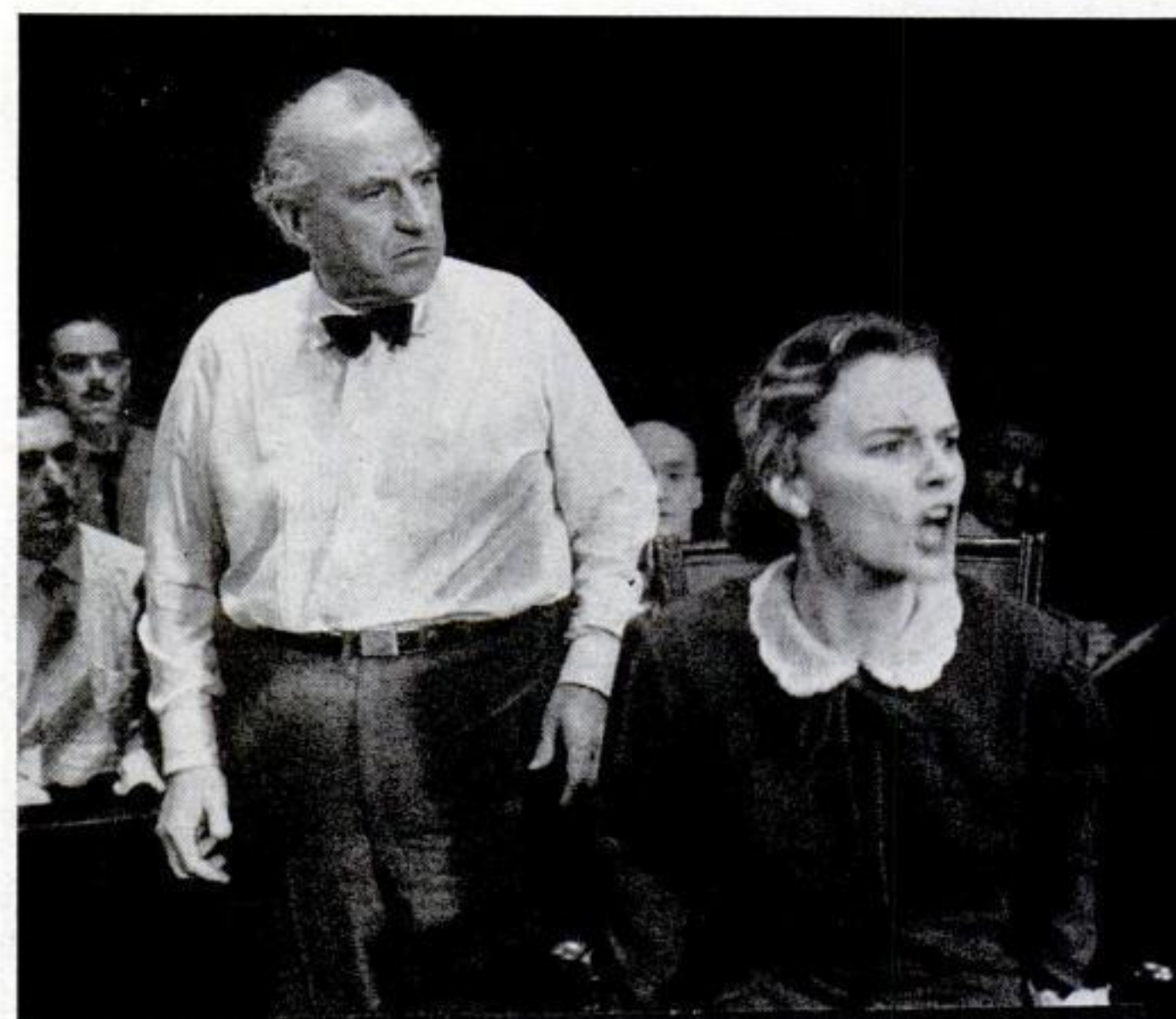
FRESH is a registered trademark of Pharm-Craft Corporation. Also manufactured and distributed in Canada.



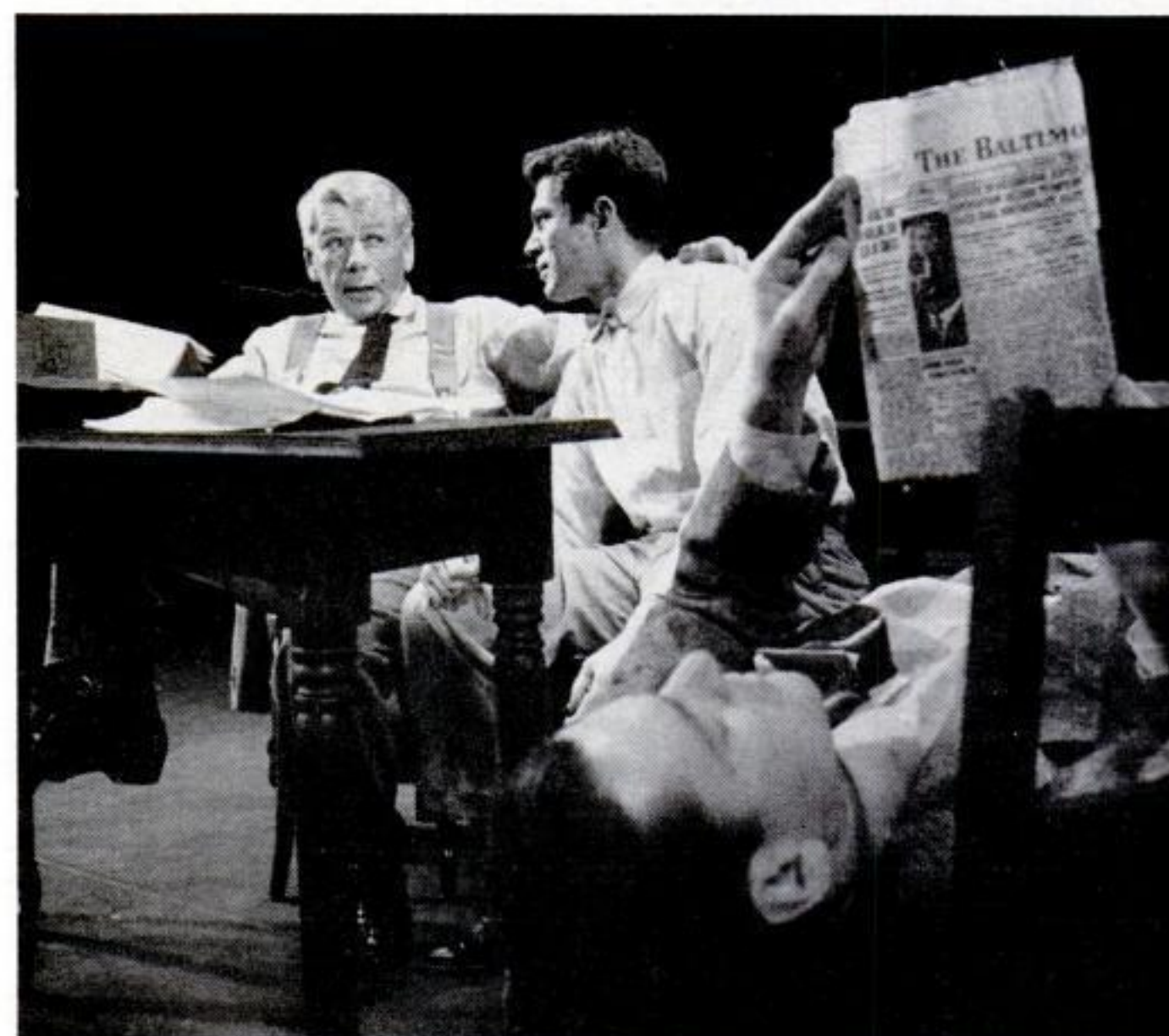
SCOPES RETRIAL CONTINUED



GUILELESS STUDENT (Eric Berne) assures defense attorney (Paul Muni) that evolution taught in class had not disturbed him nor hurt his pitching arm.



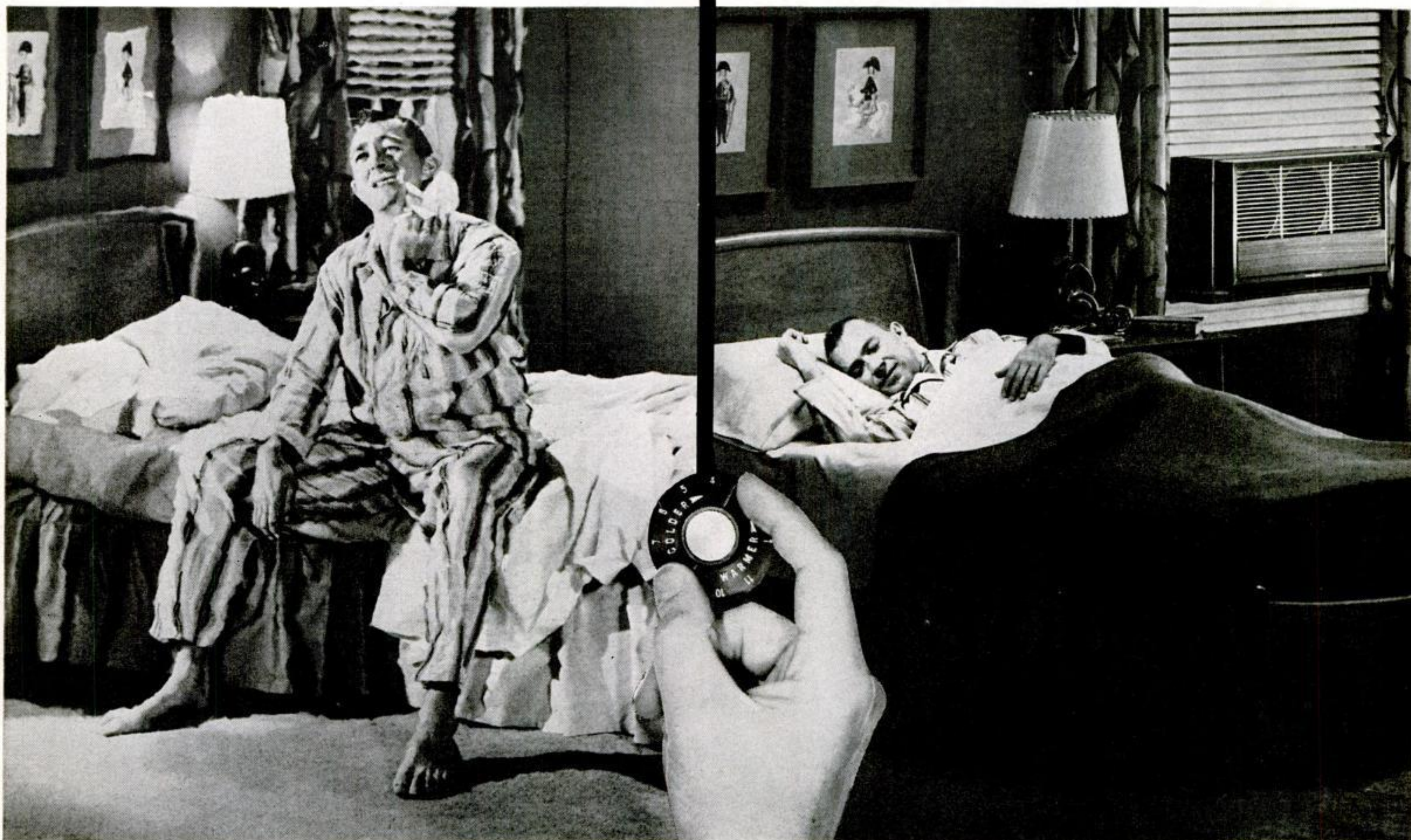
INDIGNANT SWEETHEART (Bethel Leslie) of the accused teacher shouts that her court testimony is being twisted by prosecutor (Ed Begley, standing).



SARDONIC REPORTER (Tony Randall), counterpart of H. L. Mencken of Baltimore Sun, rests as defendant (Karl Light) gets advice from his counsel.

Why Swelter? JUST A TWIST OF THE WRIST

CHANGES HOT MISERY . . . TO COOL COMFORT !



Live and work in G-E "Comfort-Conditioned Air"!

Simply dial out swelter with this great new General Electric Room Air Conditioner! You can sleep dry and cool *tonight* in G-E "Comfort-Conditioned Air"—air that's *always* cool, dry and filtered to reduce dust, dirt and pollen.

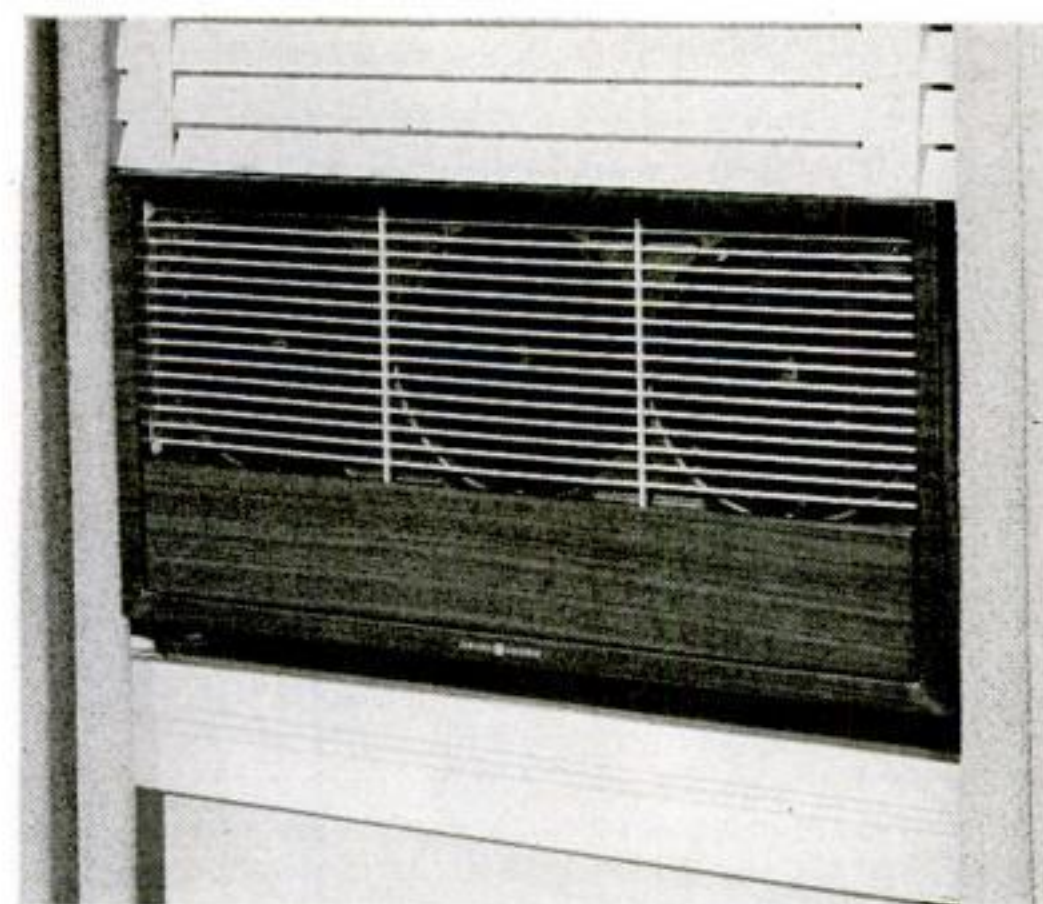
Why not call your General Electric dealer now? He can tell you all about this *fully automatic* room air conditioner! You just set it, and forget it! No expensive plumbing or remodeling necessary for installation. No water pans to empty. No radio or TV interference.

There is a complete line of beautifully styled G-E Room Air Conditioners to cool any size room, to fit any size budget! And every one is backed by a 5-year written pro-

tection plan from General Electric, for years the symbol of dependability to appliance users everywhere.

Only the G-E Room Air Conditioner offers you all these benefits:

- **Space-saver drape-line design** gives you choice of mounting: flush (shown at right), projecting (as in picture above), or *any* position between.
- **Fully automatic controls**—a single dial gives you choice of 6 comfort positions.
- **No-draft comfort**—3 big rotator air directors send "Comfort-Conditioned Air" to every part of your room. No more drafts or chilly spots!



G-E ROOM AIR CONDITIONER



Uses less current! New G-E High Power Factor (HPF) models use less electricity. The ½ h.p. models require no expensive wiring—use less current than a toaster or an iron. Ask your power company about HPF before buying *any* room air conditioner!

So quiet! So very dependable!

GENERAL  ELECTRIC

FREE

60¢ SIZE

Charles

Antell

**SUPER LANOLIN
SHAMPOO**

when you buy the large
\$1.00 size at reg. price



TO PROVE YOU CAN NOW

WASH LIFE INTO YOUR HAIR

...NOT OUT OF IT!

RIGHT NOW — SAVE 60¢ on shampoo and discover the beauty miracle of washing life *into* your hair—not out of it!

Think of it—Charles Antell's new Super Lanolin Shampoo, with its unique hair-conditioning action, leaves your hair easy to set, manageable instantly — not 3 to 5 days later!

Even in hardest water, your hair rinses clean, fresh and shining. But above all, even hair that's been dried out by ordinary shampoos is softer, lovelier, instantly manageable . . . after *one* washing!

Remember, you risk nothing! Today get the 60¢ size Charles Antell Super Lanolin Shampoo absolutely free with purchase of the \$1.00 size at regular price.

Try the 60¢ size *first*. If not *completely* satisfied, keep it as a gift! Return only the large size—and get back every penny you paid! Fair enough?



**\$1.60 VALUE
NOW ONLY 98¢**

**HURRY! SAVE A BIG 60¢ ON SHAMPOO
WHILE DEALER SUPPLIES LAST!**

SCOPES RETRIAL CONTINUED



WILLIAM JENNINGS BRYAN, who was 65, found the trial a tremendous strain. Five days after he won the case he died during his sleep in Dayton.

BRYAN IN THE BIBLE BELT

The trial at Dayton was instigated when some parents discovered their children were being taught that the biblical account of creation should not be taken literally and that mankind had evolved by a long process from single-celled animals. Aroused, the state passed a bill prohibiting the teaching of evolutionary theory.

John Thomas Scopes, a young teacher in the Dayton high school, agreed to make a test case of the new law, confessed he had taught evolution in his class. He was promptly arrested. The American Civil Liberties Union selected the great trial lawyer Clarence Darrow to defend him, and William Jennings Bryan, the Fundamentalst who was thrice defeated as Democratic candidate for President, rushed to Dayton to uphold the sanctity of revealed religion.

The trial, conducted like a carnival with souvenir vendors and religious fanatics beating their drums, aroused the amusement and indignation of the whole country. Bryan was exposed by Darrow for his ignorance and bigotry. But the Tennessee jury was loyal to Bryan, and Scopes, who had confessedly broken the law, was convicted and fined \$100. His case was appealed and the conviction thrown out on a technical point. It was never retried and Scopes retired to obscurity.



SCOPES was 24 at time of trial. Now he is geologist in Louisiana.



THE JURY was composed of six Baptists, four Methodists, one Disciple of Christ and one non church member. At the right is Judge J. T. Raulston.



FRANCO-AMERICAN IS A TRADEMARK OWNED BY THE MAKERS OF CAMPBELL'S SOUPS

The cheese sauce is our secret — the compliments
are all yours with **Franco-American Macaroni!**

WE REALLY go out of the way to make this glorious macaroni-and-cheese taste as if *you* made it.

The *homemade* taste of FRANCO-AMERICAN Macaroni starts with its own irresistible *cheese sauce*. We really fuss over that! It's seasoned just as patiently and lovingly as you'd do it at home.

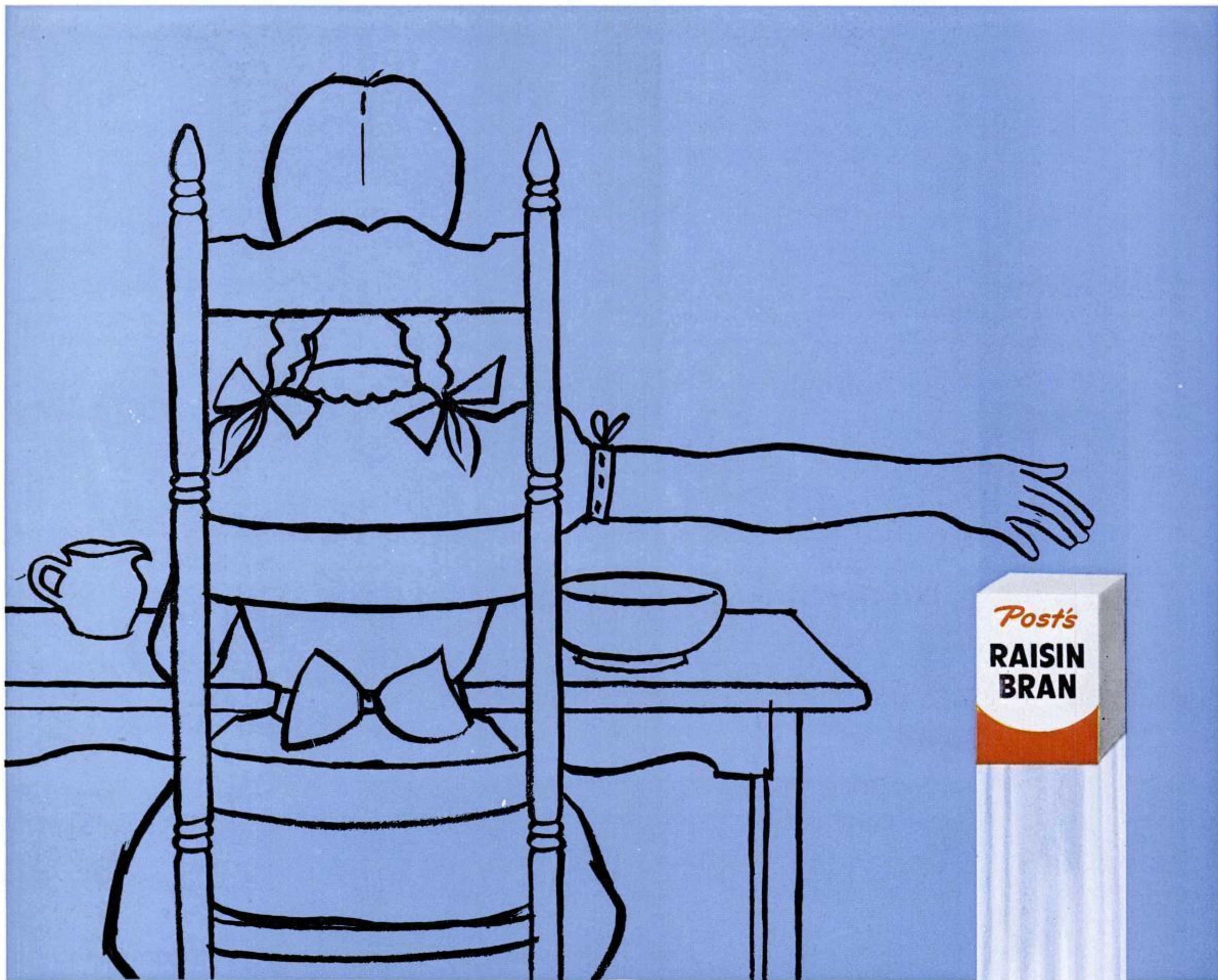
The big difference is that Franco-American

Macaroni is a far quicker and easier dish than the homemade kind. You can simply heat it in a saucepan, if you want to. Or put it in a casserole (as we've done in our picture), ring it with buttered bread crumbs, and brown quickly in your oven.

The ingredients, like *all* Franco-American ingredients, are fabulous. Aged natural Cheddar cheese. And butter and milk, fresh from the farm.

So it won't surprise you a bit to learn that Franco-American Macaroni is wonderfully *nutritious*. One average serving has more protein than a farm-fresh egg.

When you can get macaroni like this from Franco-American, complete with compliments, for about 9¢ a serving—who in the world would bother cooking their own any more?



Susy's choosy— and she gets her **choice**

...her choice of the world's choicest cereals—in **Post Tens!**

Here's a complete cereal selection right at your finger tips! And it's the only assortment that gives you the famous Post Cereals—like this young lady's favorite Raisin Bran, the *only* cereal on earth with sugar-coated raisins! *Get* Post Tens—every one so fresh, so crisp, so *good* tasting that it's *fun* to have a choice and a change every day!



For goodness sake — get **Post Tens!**

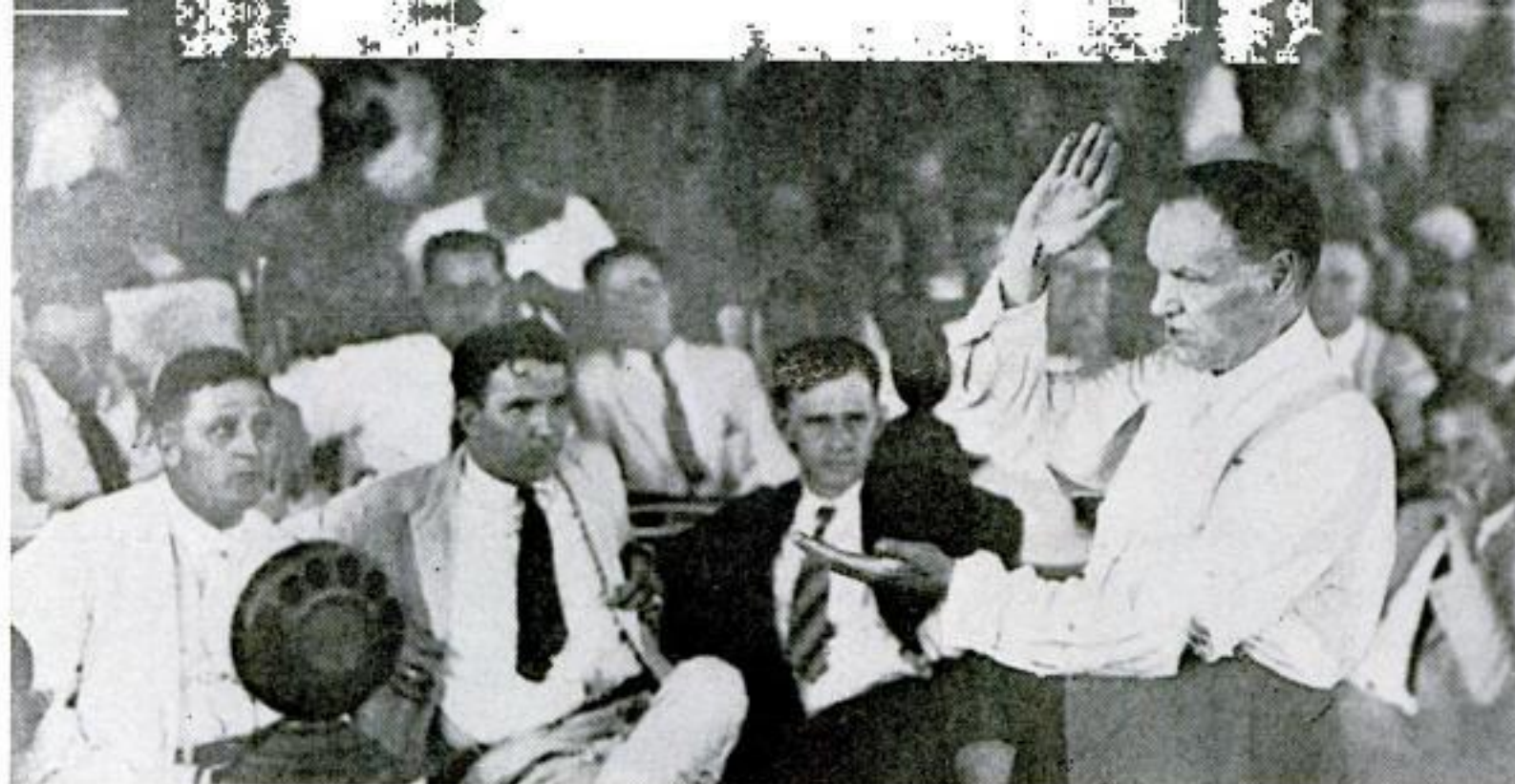
7 DIFFERENT POST CEREALS
10 INDIVIDUAL PACKAGES

A Product
of General Foods

SCOPES RETRIAL

CONTINUED

DARROW AT TRIAL put on a dramatic courtroom performance, especially when he called Bryan as a witness. Microphone (left) broadcast the trial over WGN in Chicago.



LAWYER ON STAGE re-enacts scene in which Darrow forced Bryan to admit all of Bible is not the literal truth.

WITH A MOCK BOW, the defense attorney hails the prosecutor as "Almighty!" and "Prophet from Nebraska."



**NON-FATTENING
LIQUID SWEETENER**

SWEETA

One or two drops make coffee or tea delicious. Handy, squeeze-a-drop plastic bottle holds the sweetness of 432 lumps of sugar!



Look for this
SQUIBB
product at your drugstore

**4 out of 5
CAVITIES**

**STRIKE YOUR
BACK TEETH**



PROTECT your teeth by careful brushing with the brush that's bent like your dentist's mirror to reach those hard-to-get-at places.

**SQUIBB ANGLE
TOOTHBRUSH**

LOOK FOR IT AT YOUR DRUGSTORE





REVIEWING ANCHORS in handbook, Edwin and Marion Link, with Captain P. V. H. Weems (*left*), who first encouraged the search, try to identify their finds.

THE ANCHOR OF COLUMBUS?

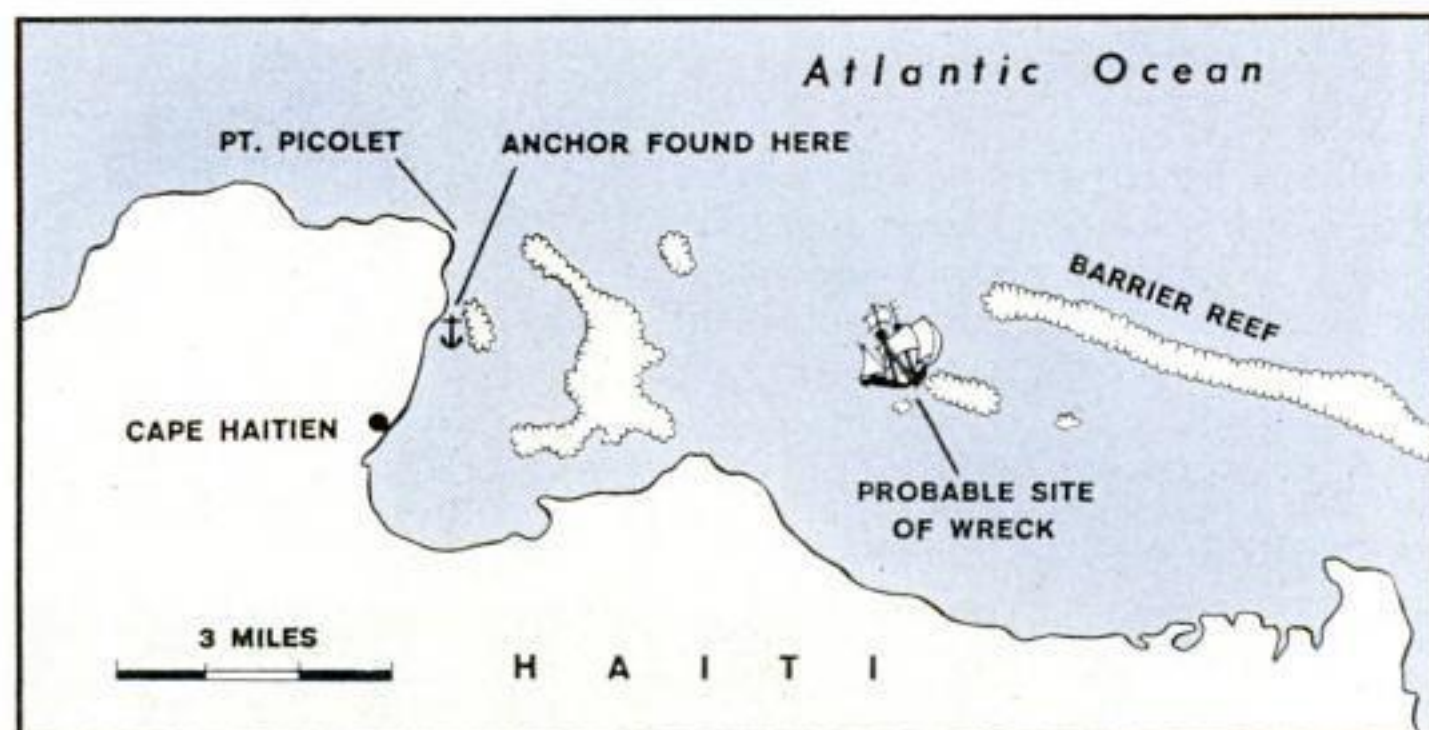
**American divers come up with relic
—it may be Santa Maria's**

Photographed for LIFE by PETER STACKPOLE

Near midnight of Christmas 1492, the *Santa Maria*, flagship of Christopher Columbus as he explored the West Indies, ground onto a coral reef off Haiti. In desperation, Columbus tried to get free, but his ship was caught and doomed (Columbus went back on the *Niña*).

In those same waters a fortnight ago a skin-diving American in a breathing mask slipped a chain around an encrusted anchor which, he felt, may have been dropped from the *Santa Maria* 462 years before.

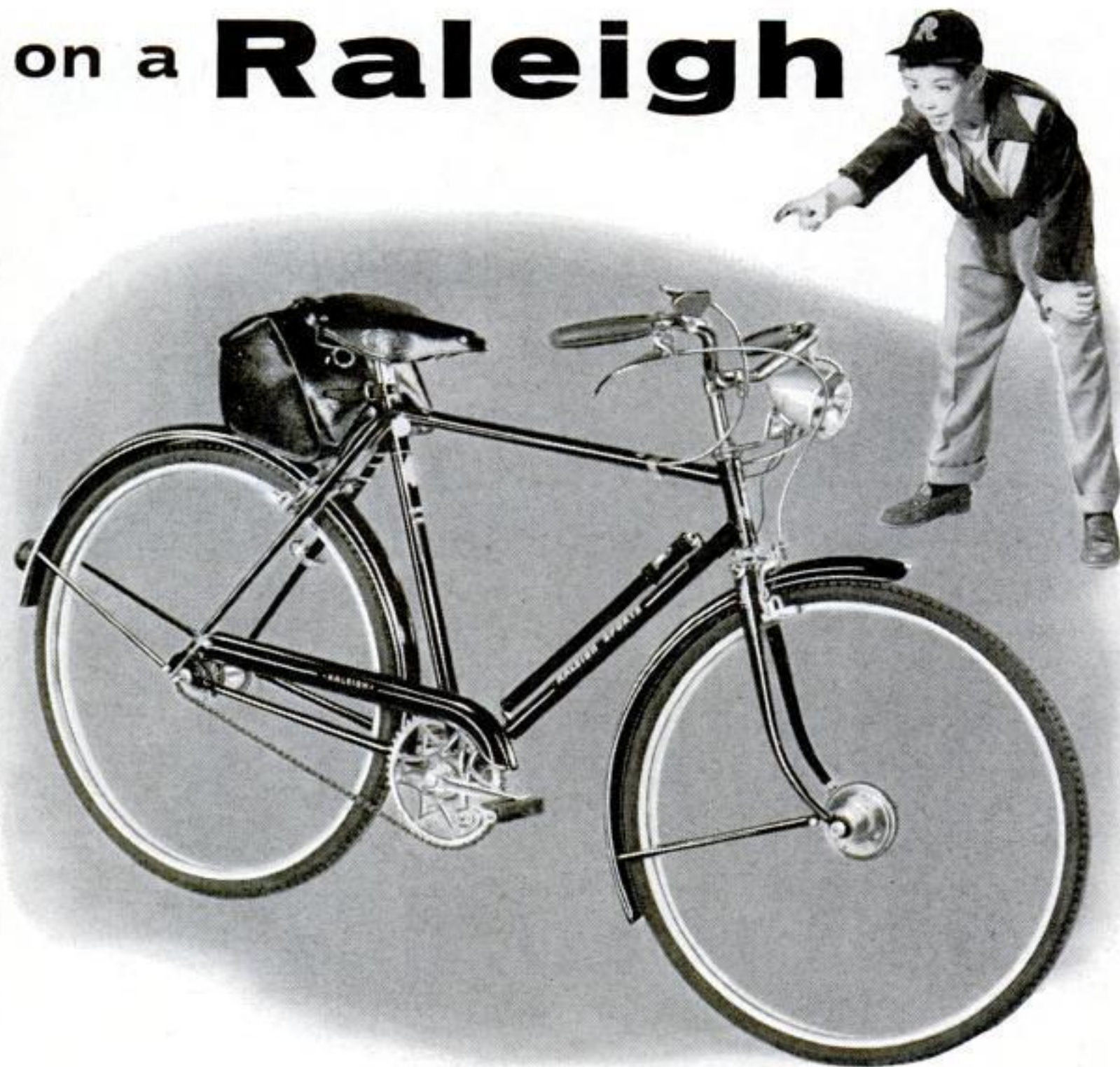
Proving the anchor came from the historic ship will be a long and never fully conclusive process. But finding it was for Edwin Link consolation for a stormy outing. Link, who made his fortune with the Link Aviation Trainer and other inventions, had five years ago turned to the search for ancient sunken ships. His search for traces of the *Santa Maria*, undertaken in collaboration with the Smithsonian Institution, had begun early in April and been a nightmare. Red tape delayed them. Nearly everyone was seasick. Link broke a toe, Mrs. Link tore a ligament. Early discoveries (*p. 130*) raised false hopes. Time was running out. Then, on her ceaseless scanning of the murky bottom (*next page*), Mrs. Link spotted the anchor and Link, injury and all, plunged in to see what it was.



SEARCH AREA covered about 10 square miles of reef-dotted water. Link has theories (*p. 132*) for why anchor was found so far from probable site of wreck.

SECURING THE ANCHOR, found in 12 feet of water, Ed Link fastens chain on the 500-pound piece of iron, gingerly avoiding the numerous spiny sea urchins.

When a boy sets his heart on a **Raleigh**



there are 3 things you can do

You can buy him a Raleigh and know that this once it was worth stretching a point to get the best. Or you can do what more and more parents are doing . . . encourage him to *earn* enough to pay the difference in price between a Raleigh and an ordinary bicycle. Or you can buy him a cheaper bike and watch him swallow his disappointment. Here, specifically, are the reasons why Raleigh is the world's most wanted bicycle.

Ease of riding, safety: World-famous Sturmey-Archer 3-speed gears, made by Raleigh, take the strain out of uphill pedaling, ensure comfortable cruising on the level. And, for those who like a foot brake, there are Raleighs with the Sturmey-Archer Tricoaster hub which combines three gears with a coaster brake, plus an additional front hand brake.

Lightness and strength: Special, high carbon steel tubing gives Raleighs "aircraft" lightness yet greater strength than is found in heavier, clumsier bicycles. One outstanding feature of the Raleigh frame is its one-piece bottom bracket (power center of the whole bicycle). Ask your dealer about this.

Durability, beauty: As important as Raleigh's lean, clean-cut good looks are the heavy chromium plating and heavy enamel finish that protect this magnificent bicycle against wear and corrosion.

Prices range from \$49.75 to \$92.50. Go to your nearest dealer for the new 1955 Raleigh catalog and full details on boys', girls' and adults' models. Or write us direct.

*Girls' model available



Sports Tourist*



Lenton Sports*



3-speed Junior*

RALEIGH

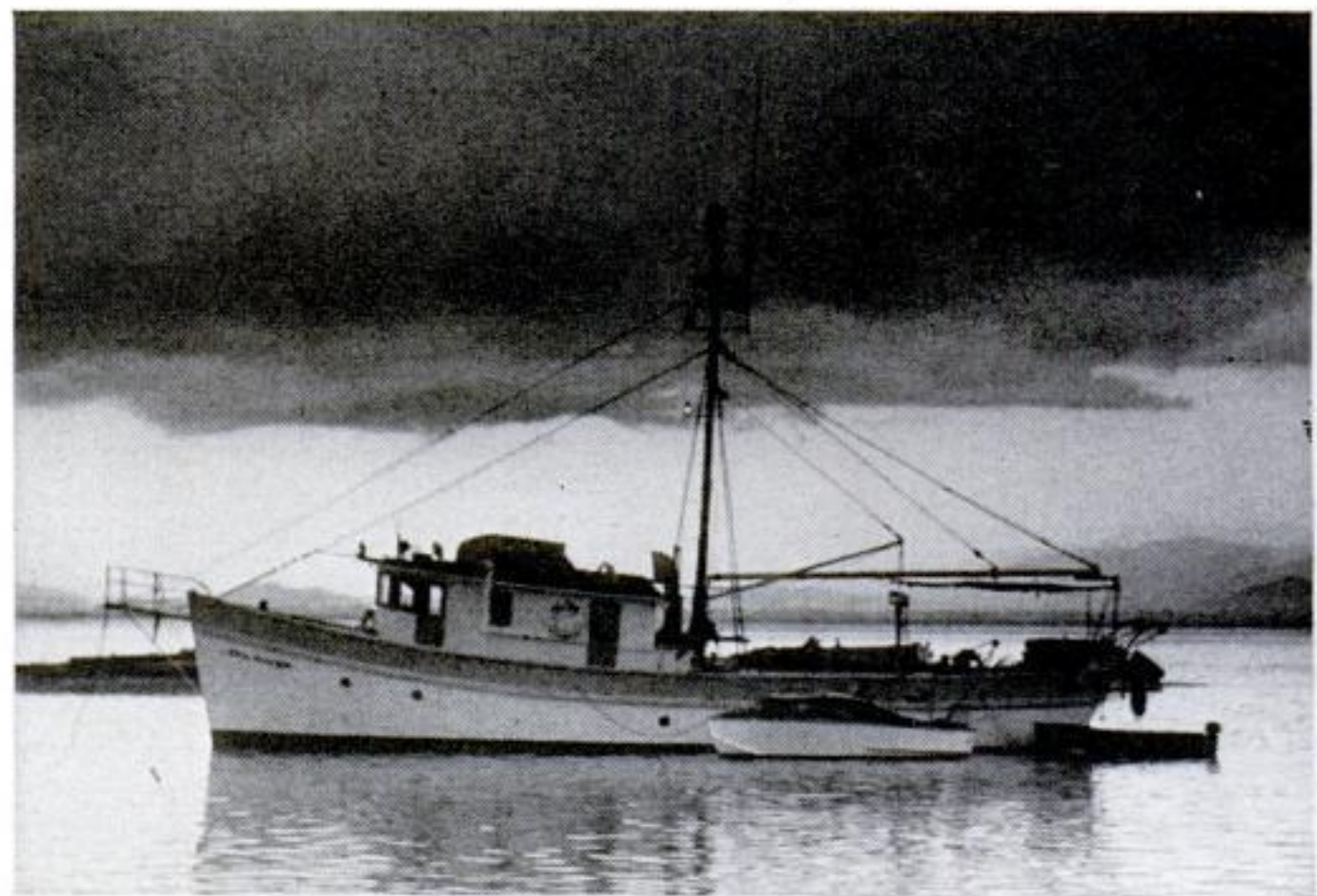
RALEIGH INDUSTRIES OF AMERICA, INCORPORATED

Dept. L, 687 Boylston Street, Boston, Massachusetts

For Canadian models, prices and local dealers, write to RALEIGH CYCLE INDUSTRIES (CANADA) Ltd., 3429 Park Avenue, Montreal, P. Q.

NO BICYCLE IS COMPLETE WITHOUT A STURMEY-ARCHER 3-SPEED HUB AND DYNOHUB

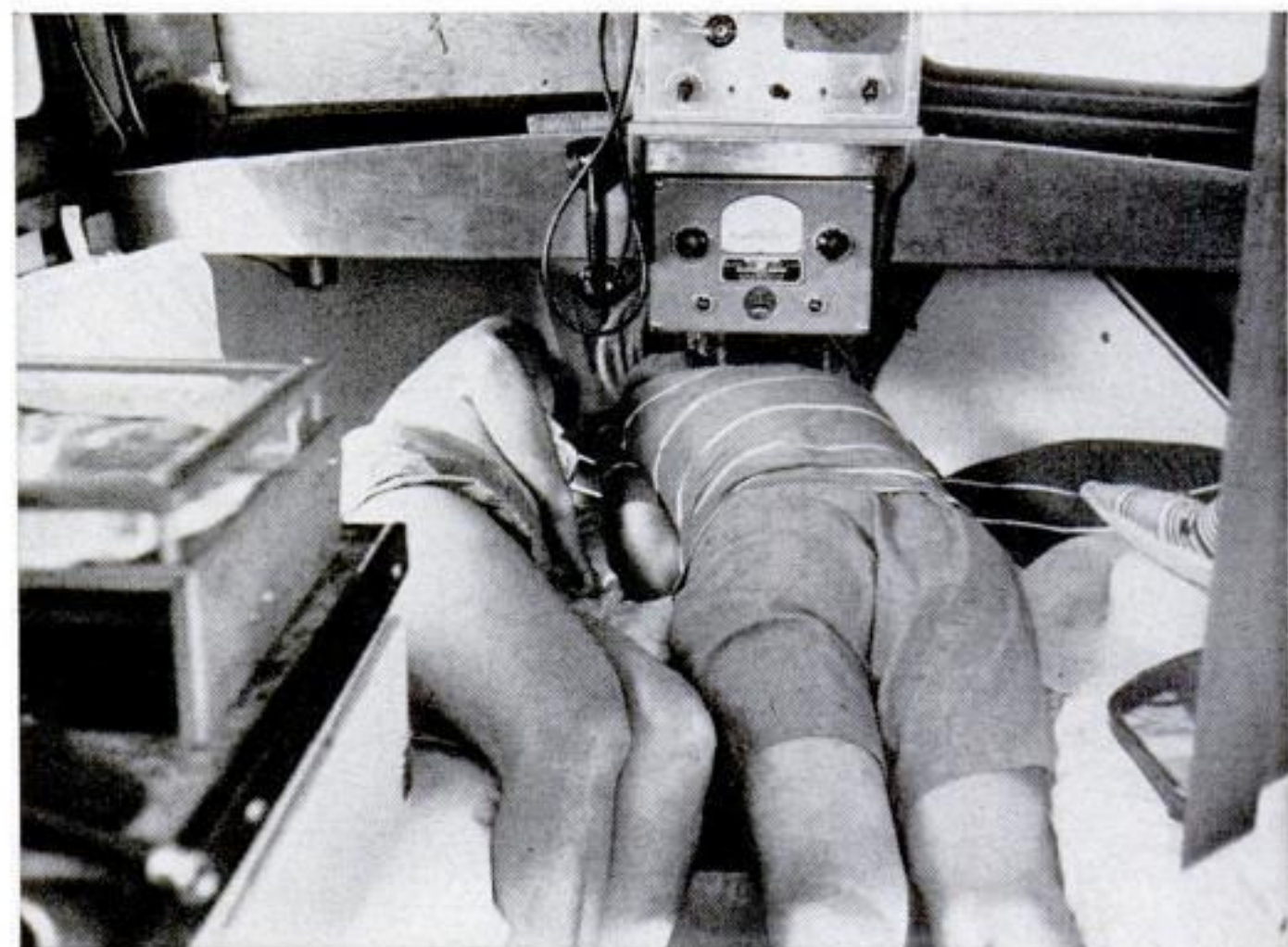
ANCHOR CONTINUED



SEARCHERS' SHIP, the 65-foot trawler *Sea Diver*, rides at anchor in Cape Haitien Bay. Alongside it are the cruiser and tender, both glass-bottomed.

THE PATIENT PEERING

Before the Links sailed their trawler into the waters off Cape Haitien in their quest for the *Santa Maria*, they had spent two years of hard preparation. They studied Columbus' log and had part of it retranslated by language experts in Spain. They reviewed the findings of Samuel Eliot Morison, the greatest American expert on Columbus' voyages. Their gear, from glass-bottomed boats to an iron-detecting magnetometer modified by Inventor Link, was extensive and excellent. Thus briefed and accoutered, the Link party began scouring the sea bottom, first in the area within which the *Maria* was believed to have sunk.



SEARCHING FROM CRUISER, Marion and Ed Link peer vigilantly through two windows in the hull of the *Reef Diver*. This procedure produced nausea.



SEARCHING AFLOAT, Marion Link paddles through water near Point Picolet, viewing bottom through face mask. Moments later she spotted the anchor.

CONTINUED ON PAGE 130



*While time ran out he used to wait
For shipments that would come too late . . .*



*But now, for speed, he's sure to stress
He wants things sent **RAILWAY EXPRESS** !*

The big difference is

Whether you're sending or receiving, whether your shipment is big or small, and whether it's moving by rail or air—you'll find

it pays to specify shipment by Railway Express. It makes the big difference in speed, economy, and safe, sure delivery.



To bring you even better service, Railway Express has just placed the largest private order for new trucks in history—9½ million dollars to buy 3,000 modern, high-efficiency vehicles. This major investment by the nation's oldest and most experienced privately owned carrier is another example of how free enterprise constantly works to serve the public best.



. . . safe, swift, sure

SOME FINDS THEY WEREN'T LOOKING FOR



PROBING WITH A METAL-DETECTOR FIXED FOR UNDERWATER USE, LINK ADVANCES TOWARD OLD, CORAL-COVERED FRENCH CANNONS. BEHIND HIM IS WEEMS

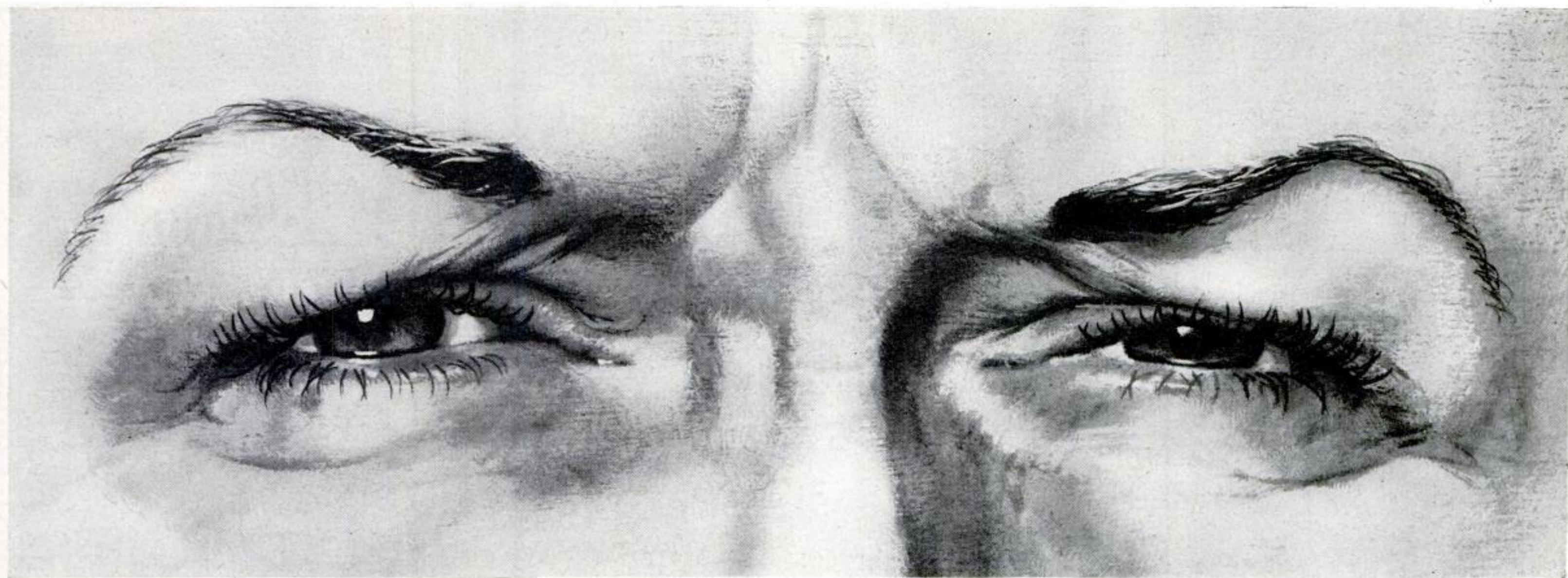
LINK POKES THE SAND AROUND AN ANCHOR FROM AN OLD FRENCH STEAMER



WEEMS LEAVES "TREASURE CHEST" WHICH PROVED TO BE PART OF A BOILER



An important message to everyone who takes aspirin
for headaches, cold miseries, muscular aches

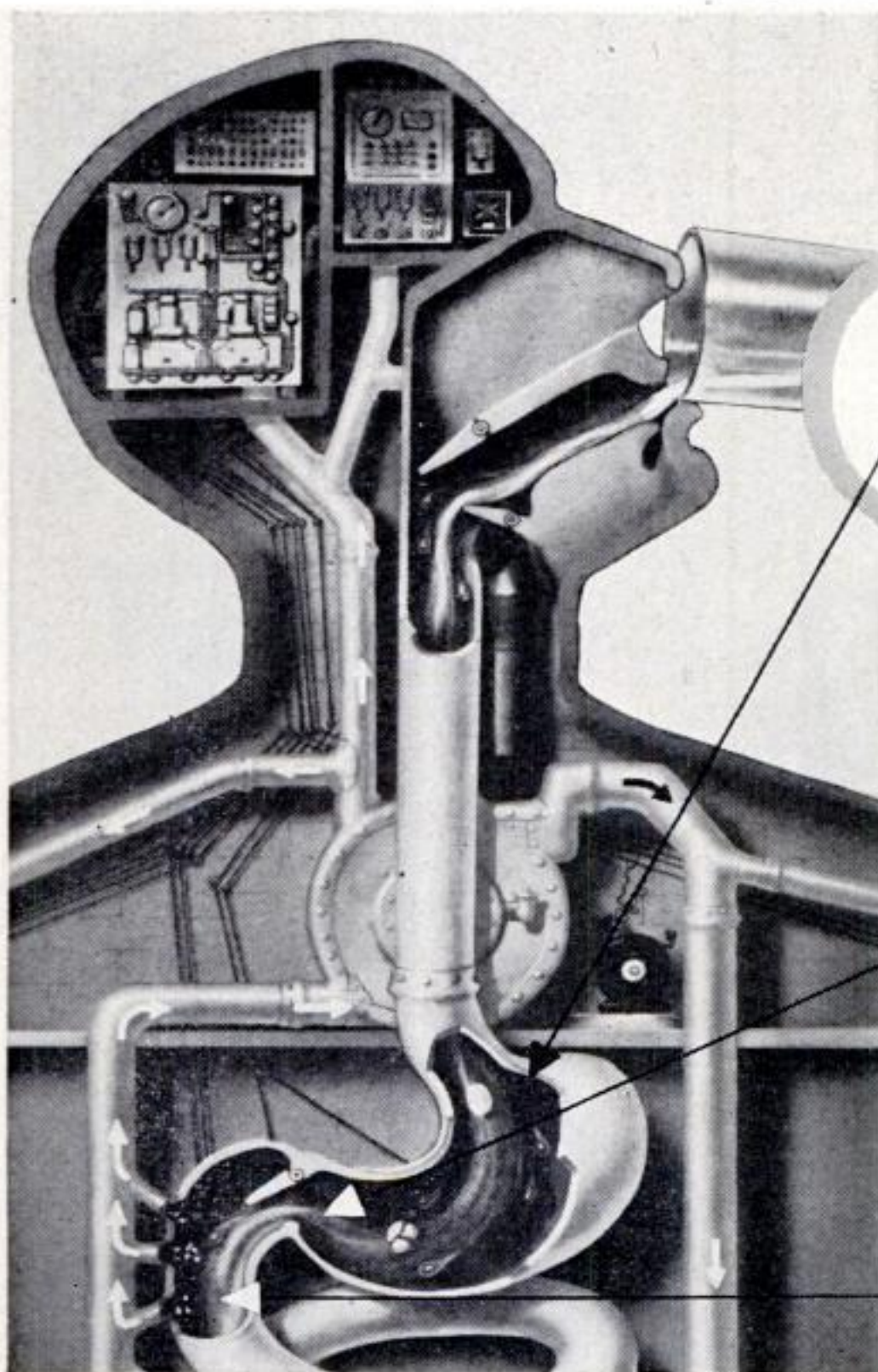


GET FASTER PAIN RELIEF WITH

BUFFERIN[®]

Acts twice as fast as aspirin!

Won't upset your stomach!



1.

Medical science knows that a pain reliever must go through the stomach and into the blood stream to relieve pain.

2.

Bufferin combines aspirin with two antacid ingredients. These speed the pain reliever out of the stomach and into the blood stream twice as fast as aspirin. So . . .

3.

Bufferin acts twice as fast as aspirin to relieve pain. And it won't upset your stomach as aspirin often does.

Ask your own doctor about Bufferin's remarkable ability to relieve pain, about its freedom from harmful ingredients.

8 years of continuous medical research in hospitals and clinics have established Bufferin's effectiveness and speed of action. Bufferin has met the same rigid tests a doctor demands of medicines used in his own practice.

Most people take two tablets as the usual dose



A PRODUCT OF BRISTOL-MYERS

NOTE: BUFFERIN was first made available to the medical and dental professions in October, 1948. Since then, EACH YEAR, HUNDREDS OF THOUSANDS OF PEOPLE have switched from aspirin to BUFFERIN for faster relief of pain without stomach upset.

IF YOU SUFFER FROM PAIN OF ARTHRITIS OR RHEUMATISM,
ASK YOUR PHYSICIAN ABOUT BUFFERIN.



My constipation worries are over!

Milk of Magnesia gives more complete relief

than single-purpose laxatives which have no effect on the acid indigestion that usually accompanies constipation. For Milk of Magnesia relieves *both* conditions. Two to four tablespoonfuls taken at bedtime work leisurely—without embarrassing urgency. So, when morning comes, you start the day feeling wonderful. Get Phillips' Milk of Magnesia—the best laxative money can buy.

PHILLIPS' MILK OF MAGNESIA

Liquid or Tablets

The convenient
4-OUNCE SIZE.....28¢
The economical
12-OUNCE SIZE.....55¢
The money-saving
26-OUNCE SIZE.....85¢
Also available in tablet form
30 TABLETS.....28¢



SURFACING IN TRIUMPH after he had been down to examine the ancient anchor, Ed Link said, "This looks more like it than anything I've seen yet."

CRUSTED DISCOVERY

Columbus, before boarding the *Niña* to continue his voyage, dismantled what he could of the *Santa Maria* to build a small fort on the mainland nearby. At best, Explorer Link could have hoped to find a few metal fittings, possibly a cannon or one of the five to seven anchors. Grinding through the 1¼-inch-thick coral-sand crust to get a better look at the anchor he found, Link's elation grew.

The anchor was hand-forged, which placed it in the Columbian period. It was made of separate pieces of iron, not one large piece like later anchors. There was one question. The anchor was found some distance from the point where the *Maria* was thought to have been wrecked. But the anchor was not imbedded in the ocean floor and was crusted on all sides, leaving Link to conclude the anchor had been dragged, or had been picked up and dropped by a fisherman. "On the basis of the physical condition of the anchor and its shape and workmanship," concluded a Smithsonian expert, "the anchor could have come from the *Santa Maria*." Link proudly gave it to the local government (below) and plans to return to look for more of the *Santa Maria*.



PRESENTING THE ANCHOR to Cape Haitien, the Links (right) and American Ambassador Roy T. Davis look on as Haitian official examines the relic.



WINSTON
TASTES
GOOD!

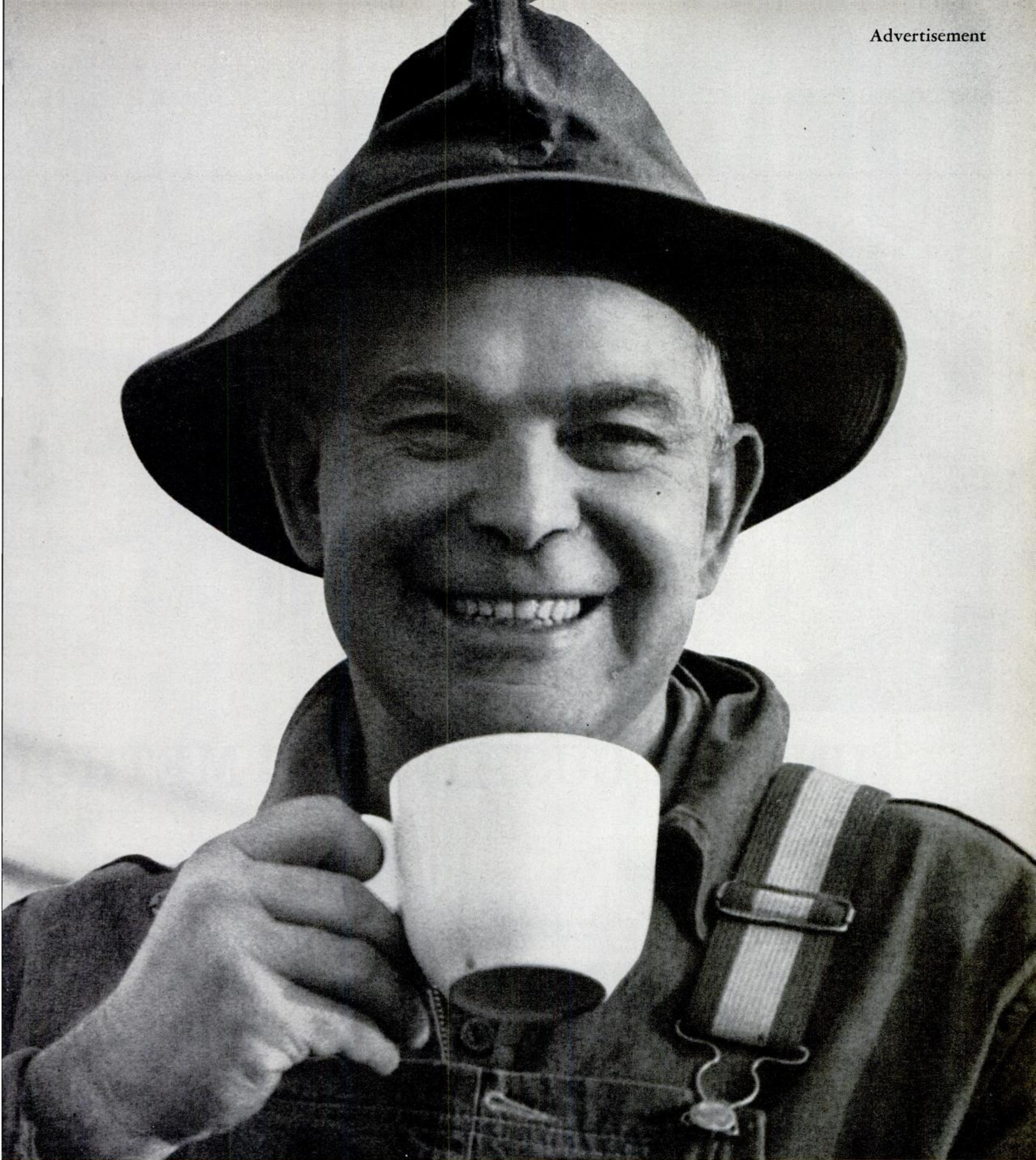
LIKE A
CIGARETTE
SHOULD!



*Crystals
made from
real Oranges
are right in the mix*



**Pillsbury
ORANGE CAKE MIX**



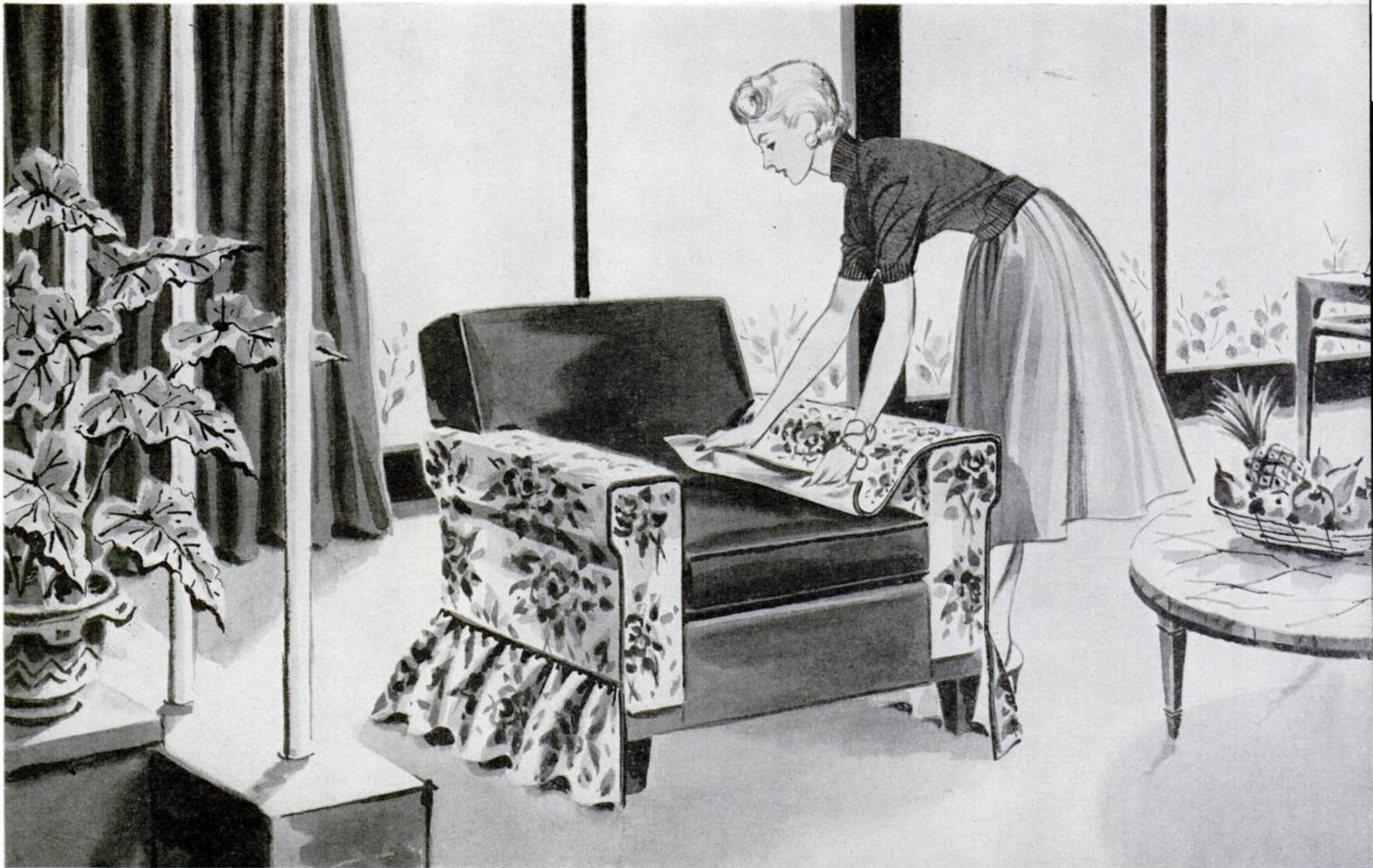
Plowing stops for a "Coffee-break"

"When new leaves on the oak are the size of a mouse's ear, it's planting time," the old rule says. The farmer, on the jolting tractor seat, follows the furrows, hour after hour. One field's done. He thinks, "Now for coffee!" The real reward after good work. Coffee — so much deep, bracing, full-bodied flavor — and only pennies

a cup. During your day, too, why not think, "now for coffee!" Enjoy coffee often — and make it *right*. Use 2 level tablespoons (or 1 Standard Coffee Measure) for every cup. Give yourself a "Coffee-break"! Think better, work better, feel better. PAN-AMERICAN COFFEE BUREAU, 120 Wall Street, New York 5, N. Y.

© 1955

There is nothing so satisfying as a cup of good coffee

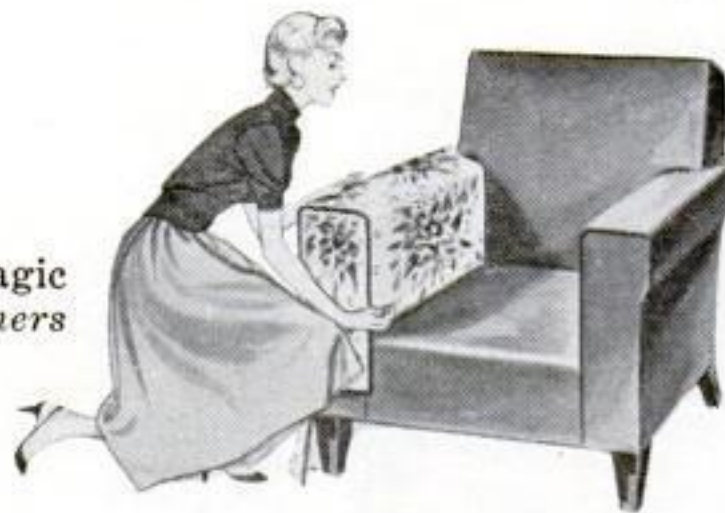


UNIQUE CUSTOMAGIC METHOD

The secret of the Customagic fit is in the pre-fabricated parts that are custom-adjustable.



Special Customagic screw pin fasteners hold each part securely in place.



Each Customagic part shapes itself to the exact contour of your chair or sofa.



| ALABAMA | |
|--------------------|--|
| Birmingham | Pizitz |
| Birmingham | Sokol's |
| Mobile | C. J. Gayler & Co. |
| Mobile | Mobile Rug & Shade Co. |
| Mobile | Sokol's |
| Tuscaloosa | Raymon's |
| Tuscaloosa | Sokol's |
| ARIZONA | |
| Phoenix | Korrick's |
| Tucson | Steinfeld's |
| ARKANSAS | |
| Jonesboro | Heinemann's |
| Little Rock | Blass Co. |
| CANADA | |
| Fort William, Ont. | Chapples Limited |
| Ottawa, Ont. | A. J. Freeman Ltd. |
| Quebec, P.Q. | Maurice Pollack, Limitée |
| St. John, N.B. | Manchester, Robertson, Allison Limited |
| CALIFORNIA | |
| Bakersfield | Well's |
| Berkeley | Breuer's |
| Berkeley | Hink's |
| Fresno | Cooper's |
| Fresno | Richmond's Dry Goods Co. |
| Hillsdale | Macy's |
| Long Beach | Buffum's |
| Los Angeles | The Broadway Dept. Stores of Southern California |
| Los Angeles | May Company (4 stores) |
| Los Angeles | Moran's Drapery Stores |
| Napa | Carlither's |
| Oakland | H. C. Capwell Co. |
| Oakland | Kahn's |

| CALIFORNIA (Cont.) | |
|--------------------|-----------------------------|
| Palo Alto | Whitson's Drapery Shop |
| Petaluma | Carlither's |
| Pomona | Orange Belt Emporium |
| Richmond | Breuer's |
| Richmond | Macy's |
| Sacramento | Breuer's |
| Sacramento | Rhodes |
| Sacramento | Weinstock-Lubin & Co. |
| San Diego | Jordan Marsh |
| San Francisco | The Emporium |
| San Jose | Macy's |
| San Rafael | Hart's |
| San Rafael | Macy's |
| Santa Ana | Buffum's |
| Santa Barbara | Trenwith's |
| Santa Cruz | Leach's |
| Stockton | Breuer's |
| Sunnyvale | Paul's Curtains & Draperies |
| Vallejo | Breuer's |
| Whittier | Hinshaw's Whittier |
| COLORADO | |
| Cherry Creek | The Denver Dry Goods Co. |
| Denver | The Denver Dry Goods Co. |
| Denver | Joslin's |
| Englewood | Joslin's |
| Pueblo | Spangler's Draperies |
| CONNECTICUT | |
| Bridgeport | Howland Dry Goods Co. |
| Bridgeport | The D. M. Read Co. |
| Deep River | Simon R. LaPlace Co. |
| Hartford | Brown-Thomson Inc. |
| Hartford | G. Fox & Co. |
| Meriden | Hamrah's Inc. |
| Meriden | Upham's |
| Middletown | James H. Bunce Co. |
| New Britain | Davidson & Leventhal |
| New Haven | Shartenberg's |

| CONNECTICUT (Cont.) | |
|----------------------|--------------------------|
| New London | Marvel Shop |
| Stamford | Bloomingdale's |
| Stamford | C. O. Miller Co. |
| Waterbury | Bedford's |
| Waterbury | Grieve, Bisset & Holland |
| Waterbury | Howland-Hughes Co. |
| DELAWARE | |
| Wilmington | Ogden-Howard Furn. Co. |
| DISTRICT OF COLUMBIA | |
| Washington | The Hecht Co. |
| Washington | S. Kann Sons Co. |
| Washington | Lansburgh's |
| FLORIDA | |
| Daytona Beach | Ivey's |
| Ft. Lauderdale | Burdine's Inc. |
| Jacksonville | Cohen Brothers |
| Jacksonville | Haverty's |
| Jacksonville | Pierce-Wall |
| Lakeland | Maas Bros. |
| Miami | Burdine's Inc. |
| Miami | Richard's Store Co. |
| Orlando | Ivey's |
| St. Petersburg | Maas Bros. |
| Tampa | Maas Bros. |
| West Palm Beach | Burdine's Inc. |
| GEORGIA | |
| Atlanta | Rich's |
| Augusta | Marks Fabrics |
| Augusta | J. B. White & Co. |
| Columbus | Sol Katz |
| Savannah | Levy's |

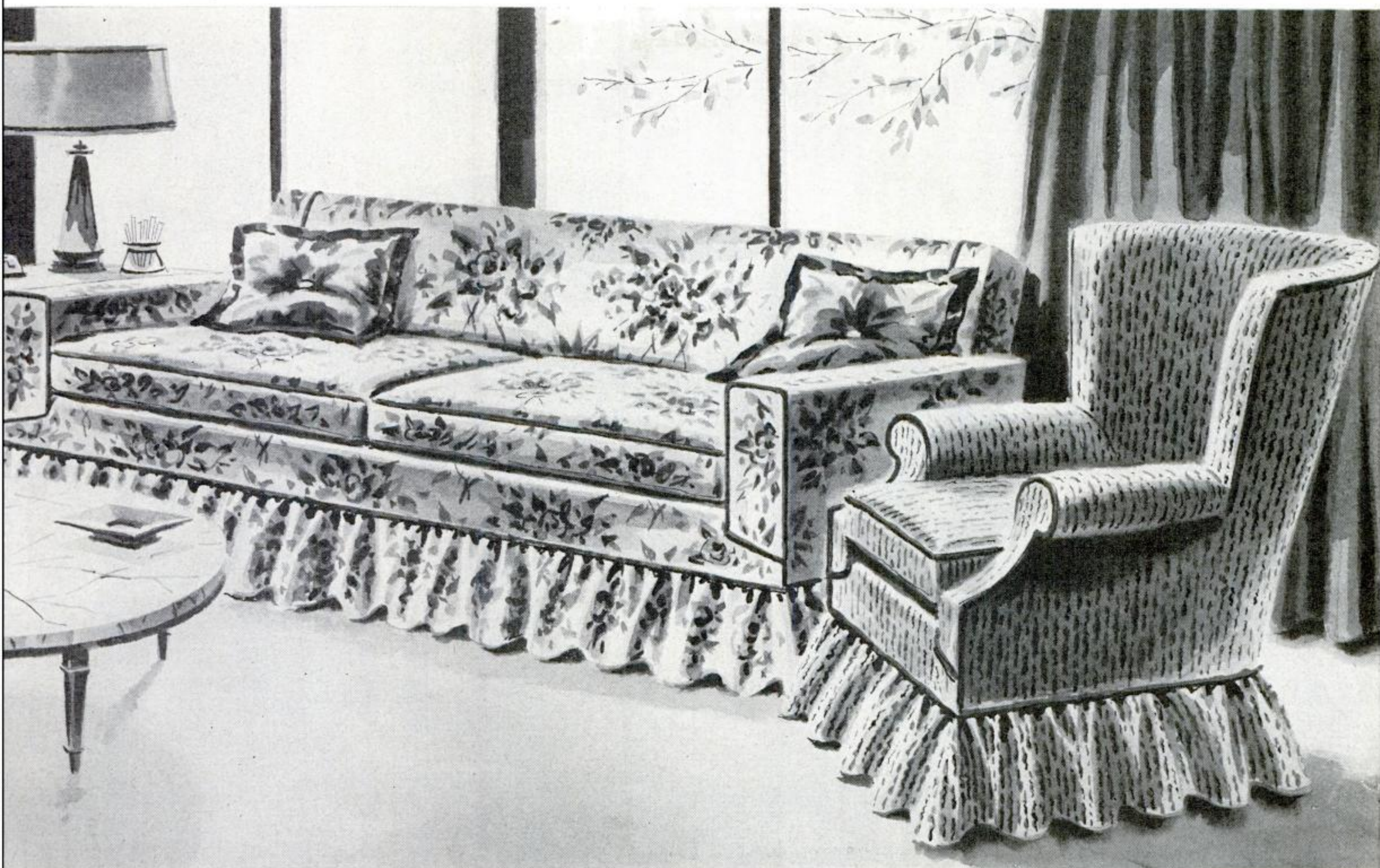
| IDAHO | |
|-----------------|-------------------------------|
| Boise | Falk's Idaho Dept. Store |
| Idaho Falls | Petersen Furniture Co. |
| Pocatello | Idaho Dept. Store |
| ILLINOIS | |
| Alton | Young's Dry Goods Co. |
| Aurora | Block & Kuhl Co. |
| Bloomington | Ensenbergers Furn. Store |
| Chicago | Carson, Pirie Scott and Co. |
| Chicago | Mandel Brothers |
| Chicago | Wielbold's |
| Chicago Heights | Kline's Dept. Store |
| Cicero | Kaplan's Curt'n & Drap'y Shop |
| Decatur | Stewart's Dry Goods Co. Inc. |
| Evansville | Wielbold's |
| Freeport | Don Smith Furn. Store |
| Galesburg | O. T. Johnson Co. |
| Moline | New York Store |
| Oak Park | Wielbold's |
| Peoria | Block & Kuhl Co. |
| Peoria | Cohen Furniture Company |
| Quincy | Halbach-Schroeder Corporation |
| Rock Island | Franc Co. |
| Rock Island | McCabe's |
| INDIANA | |
| Elkhart | Ziesel Brothers |
| Evansville | Finke Furniture Company |
| Fort Wayne | Wolf & Dessauer Company |
| Indianapolis | L. S. Ayres & Co. |
| Indianapolis | Banner Whitehill |
| Indianapolis | Colonial Furn. Co., Inc. |
| Indianapolis | Peoples Outf'g Co., Inc. |
| Kokomo | Wm. H. Turner Co. |
| New Albany | The White House |
| Richmond | Lawlers, Inc. |
| South Bend | The Star Store |
| South Bend | George Wyman & Co. |
| Terre Haute | Aldens |
| Terre Haute | The Root Store |

| IOWA | |
|----------------|-------------------------------|
| Bedford | Thompson-Mercantile Co. |
| Cedar Rapids | Smulekoff's |
| Clinton | John D. Van Allen & Son, Inc. |
| Council Bluffs | The John Beno Co. |
| Davenport | Franc Co. |
| Davenport | M. L. Parker Co. |
| Des Moines | Yunker Brothers, Inc. |
| Sioux City | T. S. Martin Co. |
| KANSAS | |
| Kansas City | Young's Dry Goods Co. |
| Pittsburg | The Jones Store Co. |
| KENTUCKY | |
| Ashland | Parsons Furn. Co. |
| Covington | John R. Copplin Co. |
| Louisville | Kaufman-Strauss |
| Louisville | Sales Furniture Co. |
| LOUISIANA | |
| Baton Rouge | Rosenfield's |
| Lake Charles | Muller's |
| Monroe | The Palace Store |
| New Orleans | D. H. Holmes & Co. Ltd. |
| New Orleans | Marks Isaacs Co. |
| Shreveport | L. Hemenway-Johnson Furn. Co. |
| MAINE | |
| Bangor | Freese's |
| Portland | Porteous, Mitchell & Braun |
| Portland | Rines Brothers |
| Waterville | Emery-Brown Co. |
| MARYLAND | |
| Annapolis | The Hecht Co. |
| Baltimore | Brager's |

| MARYLAND (Cont.) | |
|------------------|--------------------------|
| Baltimore | The Hecht Co. |
| Baltimore | Hochschild, Kohn |
| Baltimore | S. & N. Katz (5 stores) |
| Baltimore | Stewart & Co. |
| Cambridge | Dean's Furniture Store |
| Cumberland | Rosenbaum Bros. |
| Cumberland | Warhaft's Home Furnish'g |
| Frederick | Kemp's |
| Glen Burnie | Robinson's |
| Hagerstown | Leiter Brothers Inc. |
| Salisbury | Benjamin's |
| Silver Spring | The Hecht Co. |
| MASSACHUSETTS | |
| Athol | Kendall Curtain Shop |
| Boston | Jordan Marsh Company |
| Brookline | Atherton's |
| Brookline | Edgars |
| Fall River | R. A. McWhire Co. |
| Framingham | Jordan Marsh Company |
| Greenfield | Wilson's |
| Haverhill | Mitchell & Co. |
| Holyoke | A. Steiger Co. |
| Lawrence | A. B. Sutherland Co. |
| Lowell | A. G. Pollard Inc. |
| Lynn | Burrows & Sanborn |
| Lynn | T. W. Rogers Co. |
| Malden | Jordan Marsh Company |
| New Bedford | Star Store |
| Northampton | The Cedar Chest Inc. |
| Pittsfield | McCallum's |
| Pittsfield | England Bros. |
| Quincy | Sheridan's Inc. |
| Salem | Almy, Bigelow & Washburn |
| Springfield | Forbes & Wallace |
| Springfield | Albert Steiger Co. |
| Taunton | J. M. Wells Inc. |
| Worcester | Denholm's |

| MICHIGAN | |
|--------------|------------------------------|
| Bay City | W. R. Knepp & Co. |
| Dearborn | Peoples Outfitting Co. |
| Detroit | Crowley's |
| Detroit | The Ernst Kern Company |
| Detroit | Hudson's Basement Store |
| Detroit | Peoples Outfitting Co. |
| Flint | Winegarden Furniture Company |
| Grand Rapids | Herpolsheimers |
| Grand Rapids | Paul Steketee & Sons |
| Kalamazoo | Gilmore Brothers |
| Kalamazoo | M. R. Jones Sons & Co. |
| Lansing | Knapp's |
| Muskegon | Hardy-Herpolsheimer's |
| MINNESOTA | |
| Duluth | Glass Block |
| Duluth | F. S. Kelly Furniture Co. |
| Hibbing | F. S. Kelly Furniture Co. |
| Mankato | Geo. E. Brett Co. |
| Minneapolis | Boutell's |
| Minneapolis | The Dayton Co., Inc. |
| Minneapolis | L. S. Donaldson Company |
| Rochester | The Dayton Company, Inc. |
| Rochester | L. S. Donaldson Co. |
| St. Cloud | Fandel Co. |
| St. Cloud | Herberger's |
| St. Paul | Cardozo's |
| St. Paul | The Emporium of St. Paul |
| St. Paul | The Golden Rule |
| St. Paul | Schuneman's, Inc. |
| MISSISSIPPI | |
| Jackson | Kenningtons |
| Vicksburg | Home Furniture Store |
| MISSOURI | |
| Clayton | Famous-Barr Co. |
| Independence | The Jones Store Co. |
| Joplin | Christman's |

| MISSOURI (Cont.) | |
|------------------|-----------------------------|
| Kansas City | Emery, Bird & Thayer Co. |
| Kansas City | The Jones Store Co. |
| Kansas City | Macy's |
| St. Louis | Famous-Barr Co. |
| St. Louis | Stix, Baer & Fuller |
| Southtown | Famous-Barr Co. |
| MONTANA | |
| Butte | Herpolsheimer's |
| Billings | Hart-Albin Co. |
| NEBRASKA | |
| Fremont | Geo. Schweser's Sons Inc. |
| Hastings | Brach-Thompson |
| Lincoln | Gold's of Nebraska |
| Lincoln | Miller & Paine Inc. |
| Omaha | J. L. Brandeis & Sons, Inc. |
| Omaha | Davidson's Furn. Company |
| Omaha | Orchard and Wilhelm Co. |
| NEVADA | |
| Reno | Turner's, Inc. |
| NEW HAMPSHIRE | |
| Claremont | Houghton & Simon |
| Concord | Harry G. Emmon |
| Dover | Siegel's Dept. Store |
| Dover | Leavitt |
| NEW JERSEY | |
| Asbury Park | Steinbach Company |
| Bayonne | DeWitt Curtain Store |
| Dover | Furstman & Feinberg, Inc. |
| East Orange | R. H. Muir, Inc. |
| Freehold | Silver's Furniture Store |
| Hackensack | Packard |
| Newark | Kresge-Newark Inc. |



ASSURES CUSTOM SLIPCOVER FIT!

Never again pay custom-made prices for custom slipcover fit! Virtually *any* chair or sofa style can now be fitted with the new *Customagic* slipcovers. Fitted smoothly, trimly, tautly, like the finest custom-made. *No other slipcover in the world is like Customagic!* Made in handsome Bark and Troll cloth in distinctive textures; traditional and contemporary prints and solid colors in exclusive decorator shades. See the *Customagic* method demonstrated at your local store today!

CUSTOMAGIC UPHOLSTERY COVERS TOO! Don't fail to see the remarkable new *Customagic* upholstery covers—ready-to-put-on... no cutting, no sewing, no waiting...and no custom prices!

THE COMFY MFG. CO. 295TH AVE. NEW YORK 16

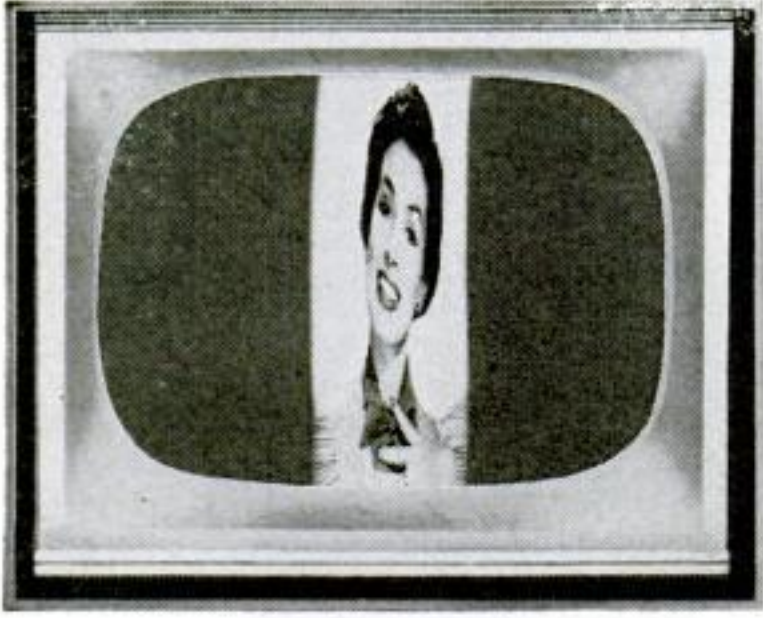
| TROLL CLOTH SLIPCOVERS | for chairs | for sofas |
|---|--------------------|--------------------|
| | \$12 ⁹⁸ | \$24 ⁹⁸ |
| BARK CLOTH SLIPCOVERS OR UPHOLSTERY COVERS | for chairs | for sofas |
| | \$14 ⁹⁸ | \$27 ⁹⁸ |

prices slightly higher West of the Rockies

Customagic

READY-TO-PUT-ON
SLIPCOVERS
AND UPHOLSTERY COVERS

| | | | | | | | | | | | | | | | | | | |
|--|--|--|--|---|--|---|--|--|--|--|--|--|---|---|--|---|--|---|
| NEW JERSEY (Cont.) New Brunswick.....Roselle's Inc. New Brunswick.....P. J. Young's New City.....Budd's Decorator Shop Orange.....Youngman's Curtain Shop Paterson.....Barney's Furniture Co. Paterson.....Quackenbush's Paterson.....Fink's Paterson.....Kos Bros. Paterson.....Goldberg's Furniture Stores Paterson.....S. P. Dunham & Co. Paterson.....Nevis-Voorhes Paterson.....Yard's | NEW YORK (Cont.) Albany.....W. M. Whitney & Co. Albany.....The Big Store Albany.....C. L. Carr Co. Albany.....Sheraton Furn. Co. Albany.....L. I. Fowler, Dick & Walker, Inc. Albany.....Abraham & Straus Albany.....J. N. Adam & Co. Albany.....Adam, Meldrum & Anderson Co. Albany.....Hens & Kelly Albany.....Kobacker's Albany.....A. Victor Co. Albany.....Seaman-Hood-Morey Inc. Albany.....S. F. Isard Co. Albany.....Kobacker's Furniture Company Albany.....Gertz Albany.....L. I. Bloomingdale's Albany.....J. W. Smith Dry Goods Co. Albany.....Frankel Shops Albany.....H. G. Munger & Co. Albany.....Hartmann & Co. Albany.....Rothschild Bros. Albany.....Gertz Albany.....Bigelow's | NEW YORK (Cont.) Jamestown.....Nelson's Mt. Kisco.....Mt. Kisco Furn. Exchange Niagara Falls.....J. N. Adam & Co. Niagara Falls.....Jesse Bros. Niagara Falls.....Levy Bros. Furn. Co., Inc. New Rochelle.....Bloomingdale's New Rochelle.....Stern's on 42nd St. New York.....Wertheimer's New York.....Nathan Frank's Sons New York.....Bradner's Port Chester.....Colony Curtain Port Chester.....Winfield Stores Port Chester.....Royal Furn. Co. Port Richmond, S. I.....Rainbow Stores Poughkeepsie.....Lucky, Platt & Co. Poughkeepsie.....Wallace Co. Rochester.....McCurdy's Rochester.....Sibley, Lindsay & Curr Co. Rochester.....E. W. Edwards & Son Schenectady.....Carl Co. Schenectady.....Wallace Company Syracuse.....Day Brothers Syracuse.....E. W. Edwards & Son Syracuse.....M. Goldberg & Sons Tonawanda.....Twin-Ton Dept. Store Troy.....Wm. H. Frear & Company Utica.....J. B. Wells Waverly.....Knapp's | OHIO Akron.....Polsky's of Akron Alliance.....S. P. Brown Co. Alliance.....Stark's Ashland.....Carlisle-Allen Co. Cambridge.....Rose's Dept. Store, Inc. Canton.....Kobacker's Canton.....The Livingston Furniture Co. Canton.....MacKenzie & Jones Canton.....Peoples Furniture Canton.....Stark's Chillicothe.....Elberfeld's Cincinnati.....Norvell's Cincinnati.....Aims & Doeple Co. Cincinnati.....The McAlpin Company Cincinnati.....The H. & S. Pogue Company Cincinnati.....Shillito's Cleveland.....The Bailey Co. Cleveland.....The Bing Furniture Co. Cleveland.....The May Co. Columbus.....Boston Store Columbus.....The F. & R. Lazarus Co. Columbus.....Morehouse-Fashion Cuyahoga.....The Bing Furniture Co. Dayton.....Elder & Johnston Co. Dayton.....Johnston Shelton Co. Dayton.....Ray's Hamilton.....Robinson-Schwenn Lakewood.....The Bing Furniture Co. Lancaster.....Lake's Lancaster.....Chas. P. Wiseman Co. Lima.....Gregg's Logan.....Elberfeld's Mansfield.....The Bing Furniture Co. Mansfield.....Kobacker's Marion.....The Frank Bros. Co. Massillon.....The Ideal Co. Massillon.....Stark's Painesville.....Carlisle-Allen Co. | OHIO (Cont.) Portsmouth.....Kobacker's Portsmouth.....Samuel Levi & Co. Salem.....Strouss Hirschberg Sandusky.....The Bing Furniture Co. Shelby.....The Bing Furniture Co. Springfield.....People's Outfitt'g Co., Inc. Staubenville.....The Hub Staubenville.....Reiner's Toledo.....Lamson's Toledo.....The Lion Store Toledo.....Tiedke's Upper Sandusky.....Blue Furn. Co. Warren.....The Bing Furniture Co. Warren.....Carlisle-Allen Co. Warren.....Strouss Griswold Store Wooster.....H. Freedlander Co. Youngstown.....Haber Furniture Co. Zanesville.....The Bing Furniture Co. Zanesville.....Bintz Bros. | OKLAHOMA Muskogee.....The Jones Store Co. Oklahoma City.....Harbour-Longmire Oklahoma City.....Kerr's Tulsa.....Brown-Dunkin Tulsa.....Froug's | OREGON Eugene.....The Bon Marche Portland.....Lipman's Portland.....Meier & Frank Portland.....Olds & King Salem.....Lipman's | PENNSYLVANIA Allentown.....The Cotton Shop Allentown.....Hess Brothers Allentown.....The William F. Gable Co. Braddock.....The Famous | PENNSYLVANIA (Cont.) Braddock.....Ohringer Home Furniture Co. Butler.....A. E. Troutman Co. Chester.....Stoller's Dept. Store Connellsville.....Troutman's Darby.....Wellworth Department Store DuBois.....A. E. Troutman Co. Easton.....Laubach's Easton.....Orr's Dept. Store Erie.....The Boston Store Erie.....Trask's Franklinville.....Tenenholz's Greensburg.....Ohringer Home Furn. Co. Greensburg.....A. E. Troutman Co. Harrisburg.....Bowman's Dept. Store, Inc. Harrisburg.....Millers Furniture Store Harrisburg.....Pomeroy's Inc. Hazleton.....P. Deisroth's Sons Honesdale.....Half Bros. Indiana.....Katz Bros. Inc. Johnstown.....The Troutman Co. Johnstown.....Glosser Bros. Inc. Johnstown.....Penn Traffic Co. Lancaster.....M. T. Garvin & Co. Lancaster.....Reed's Dept. Store Lebanon.....The Bon Ton Lebanon.....Levitz Furniture Co. Lewisport.....Hugh B. McMeen & Son, Inc. McKeesport.....The Famous McKeesport.....Ohringer Home Furn. Co. New Castle.....New Castle Dry Goods Co. New Castle.....Strouss-Hirschberg Co. New Kensington.....Silverman's Norristown.....Gimbel's Philadelphia.....Gimbel's Philadelphia.....Snellenburg's Pittsburgh.....Boggs & Buhl, Inc. Pittsburgh.....Gimbel's Pittsburgh.....Hahn Furniture Stores Pittsburgh.....The Joseph Horne Co. Pittsburgh.....Kaufmann's Pittsburgh.....Leonard Carpet Company (Wilkinsburg) | PENNSYLVANIA (Cont.) Pittsburgh.....Spear & Company Pittsburgh.....Rosenbaum's Pittsburgh.....Miller's Pottsville.....Nathan's Furniture Store Pottsville.....Pomeroy's Inc. Reading.....Pomeroy's St. Marys.....Bayer Furniture Company Scranton.....Cleveland Simpson Scranton.....The Globe Store Scranton.....Household Outfitt'g Co. Scranton.....Scranton Dry Goods Co. Shamokin.....Moser's Store Uniontown.....A. B. Wyckoff, Inc. Uniontown.....N. Kaufman's West Chester.....Metzger-Wright Co. West Chester.....Mostellers Inc. Wilkes-Barre.....Fowler, Dick & Walker Wilkes-Barre.....Lazarus Store Wilkes-Barre.....People's Outfitt'g Co. Wilkes-Barre.....Pomeroy's Williamsport.....L. L. Stearns & Sons Willow Grove.....Snellenburg's York.....The Bon-Ton Department Store | TENNESSEE Chattanooga.....Miller's Knoxville.....Miller's Knoxville.....Woodruff's Memphis.....Lowenstein's Nashville.....Morris Furniture Co. | TEXAS Abilene.....Thornton's Austin.....Paul's Austin.....E. M. Scarbrough & Sons Inc. Dallas.....W. A. Green Co. Dallas.....Sanger's Dallas.....Tilche-Goettinger Co. El Paso.....The Popular Dry Goods Co. El Paso.....Stripling Galveston.....Plantowsky's Houston.....Foley's Houston.....Joske's of Houston San Antonio.....Joske's of Texas | UTAH Ogden.....C. C. Anderson Salt Lake City.....Auerbach's | VERMONT Brattleboro.....Goodnow, Pearson & Hunt Burlington.....The Old Bee Hive Montpelier.....J. O. Goodrich | VIRGINIA Altavista.....Tyree & Nicholas Inc. Arlington.....S. Kann Sons Co. Charlottesville.....Wiley-Tilman Inc. Lynchburg.....Guggenheimer's Lynchburg.....Snyder & Berman, Inc. Newport News.....The Broadway Newport News.....Nachman's Norfolk.....Ames & Brownley Norfolk.....L. Snyder Dept. Store | VIRGINIA (Cont.) Parkington, Arlington.....The Hecht Co. Portsmouth.....Leggett's Dept. Store Richmond.....Baldwin's Richmond.....Miller & Rhodes, Inc. Warwick.....The Broadway Winchester.....Swimley's Furn. Store | WASHINGTON Bellingham.....B & B Furniture Co. Everett.....The Bon Marche Northgate.....The Bon Marche Seattle.....The Bon Marche Seattle.....MacDougall's Seattle.....Rhodes of Seattle Spokane.....The Crescent Tacoma.....The Bon Marche Tacoma.....People's Dept. Store Yakima.....MacDougall's | WEST VIRGINIA Charleston.....The Curtain Shop Charleston.....Woodrum's Huntington.....Bradshaw-Diehl Huntington.....S. P. Brown Co. Parkersburg.....The Curtain Shop Wheeling.....The Hub Wheeling.....Reichart Furniture Co. Wheeling.....Geo. E. Stifel Co. | WISCONSIN Appleton.....H. C. Prange Co. Appleton.....Russell Brown Inc. Green Bay.....H. C. Prange Co. Janesville.....J. M. Bostwick & Sons Madison.....Emporium Co. Milwaukee.....Gimbel Brothers, Inc. Milwaukee.....Schuster's Racine.....Christensen Dry Goods Co. Rice Lake.....Herberger's Sheboygan.....H. C. Prange Co. Sturgeon Bay.....H. C. Prange Co. Wausau.....Heinemann Bros. |
|--|--|--|--|---|--|---|--|--|--|--|--|--|---|---|--|---|--|---|



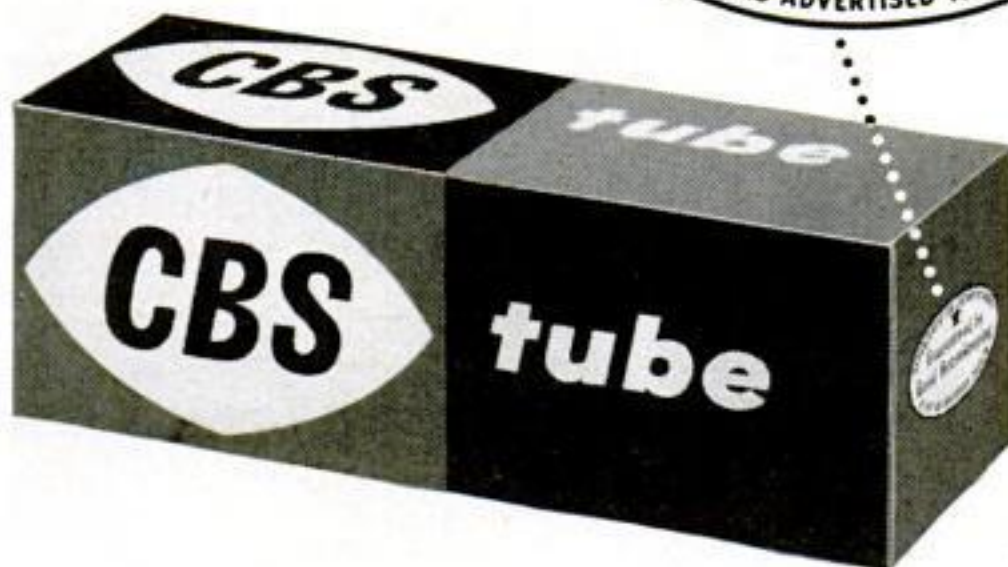
WHEN YOUR TV PICTURE "ACTS UP"

**HERE'S
ONE WAY
WOMEN CAN
BE SURE OF
QUALITY
TV REPAIRS**

Fine quality tubes are essential for the best and clearest TV pictures and sound. However, just as your electric light bulbs wear out . . . TV and Radio tubes gradually lose their strength and need to be replaced.

So here's one way to be sure they are replaced with fine quality tubes. Just ask your serviceman for CBS tubes. There are no better tubes made . . . and *CBS tubes have the Good Housekeeping Guaranty Seal.*

CBS TUBES have this seal



Ask to see the cartons. Whether it is a big picture tube, or the small tubes in your TV set or Radio . . . be sure the replacement tube comes from a CBS carton with the Good Housekeeping Guaranty Seal.

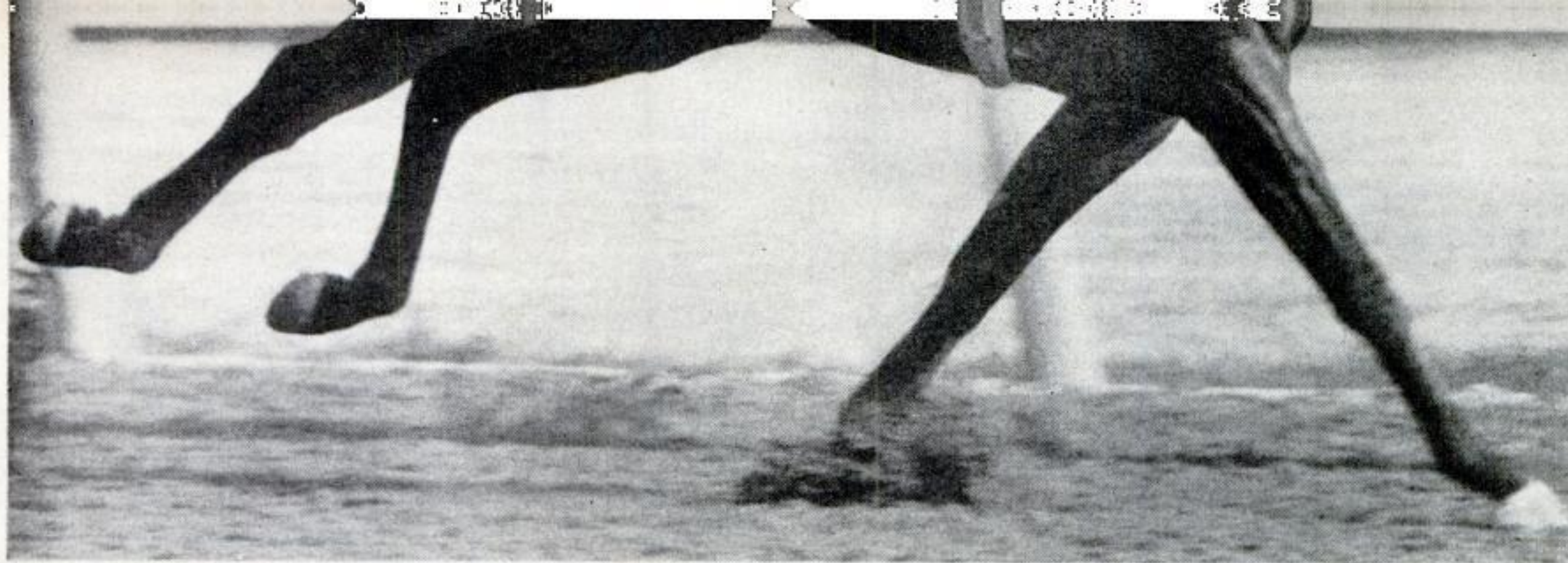


Jackie Gleason
famous CBS-TV star

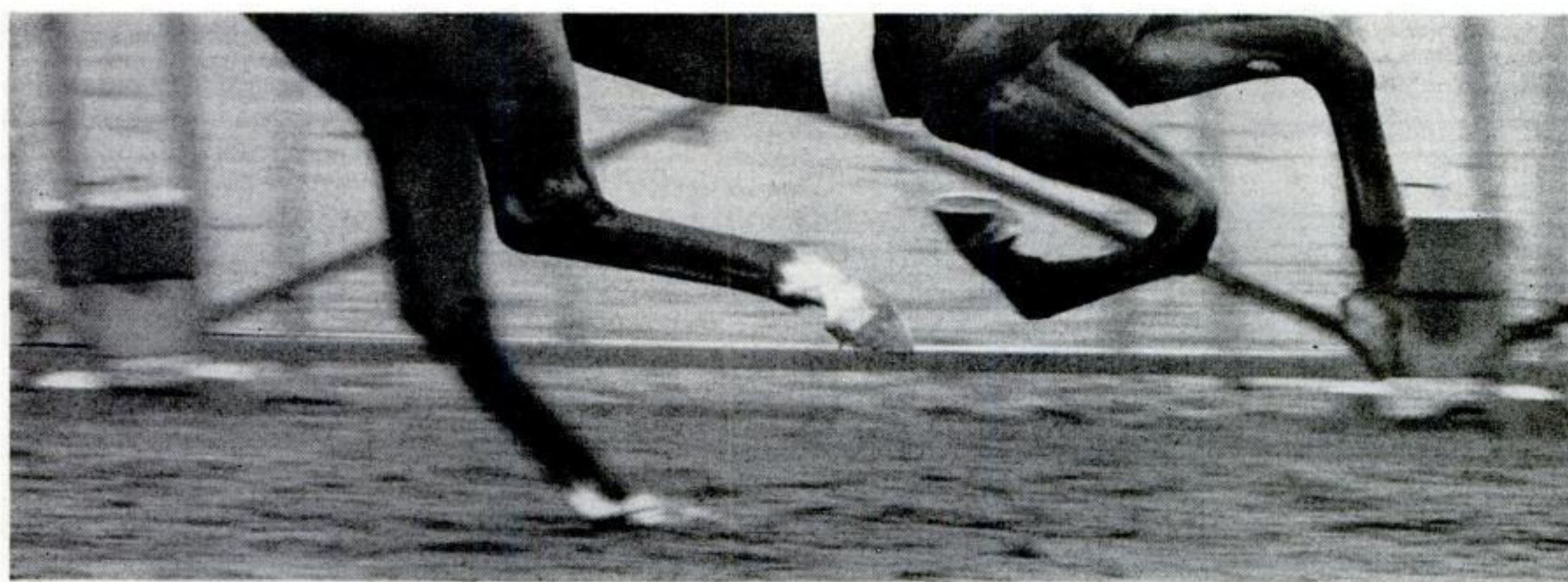
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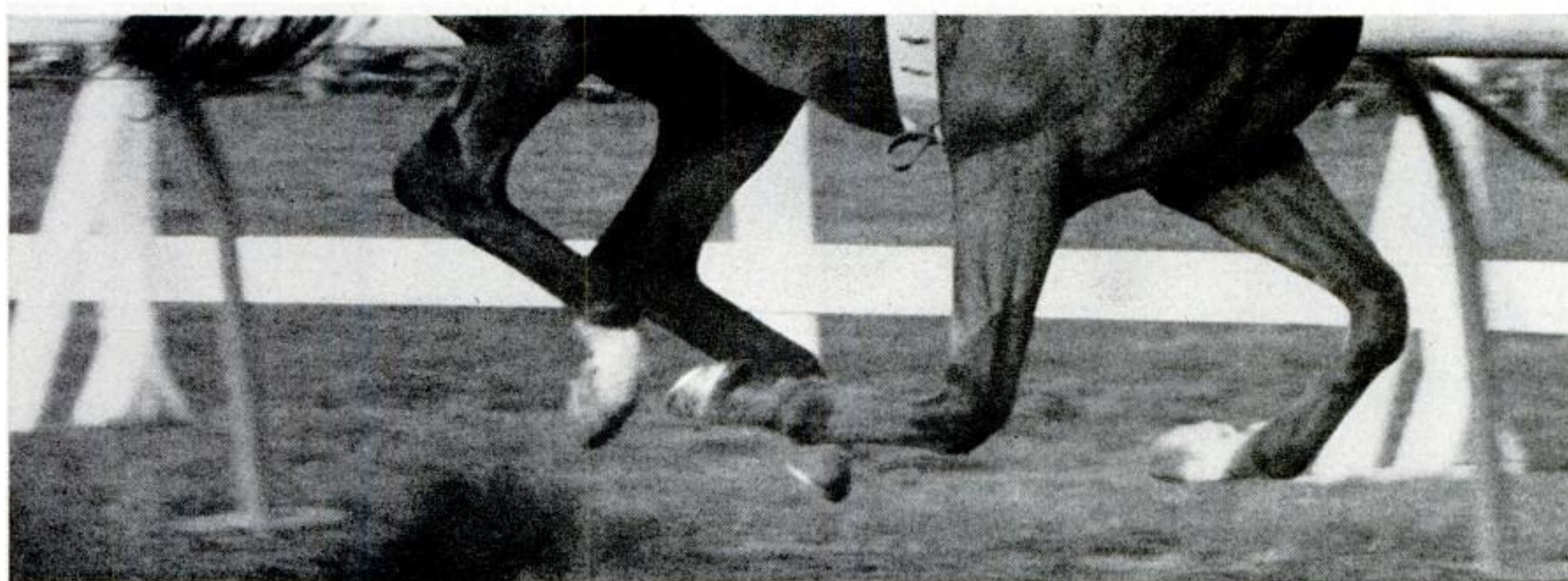
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One white foot—buy him

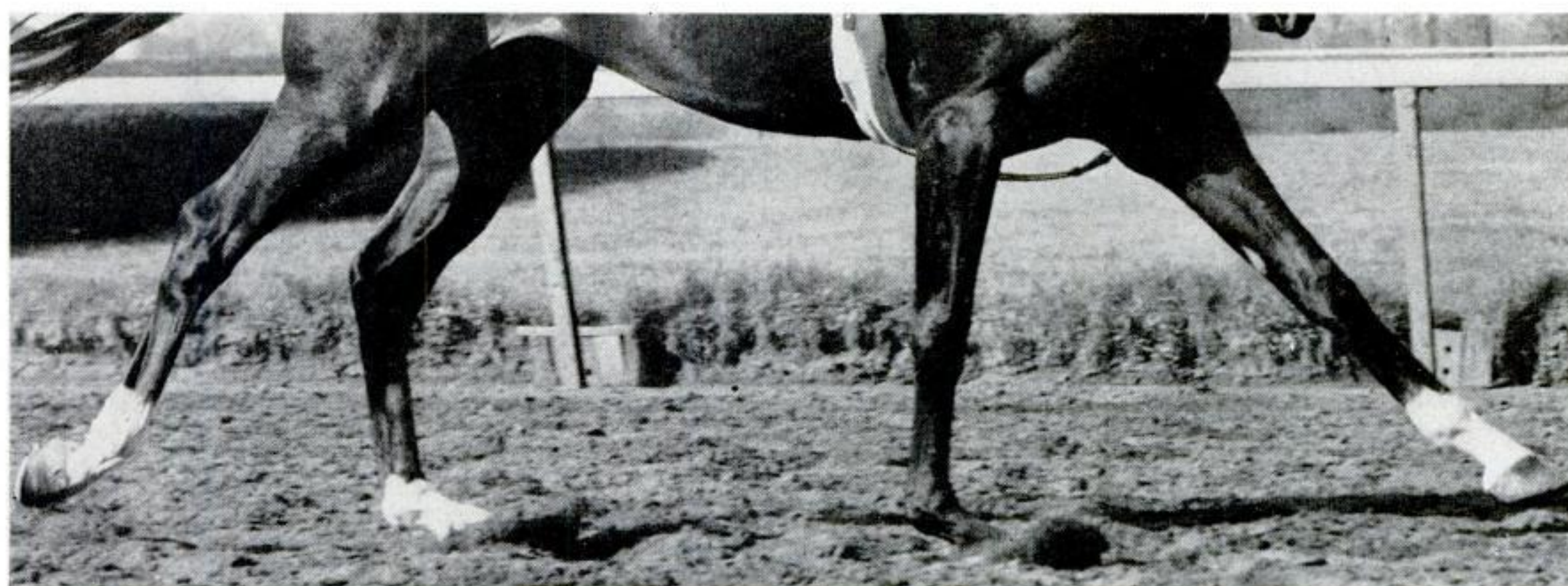


Two white feet—try him



Three white feet—look well about him

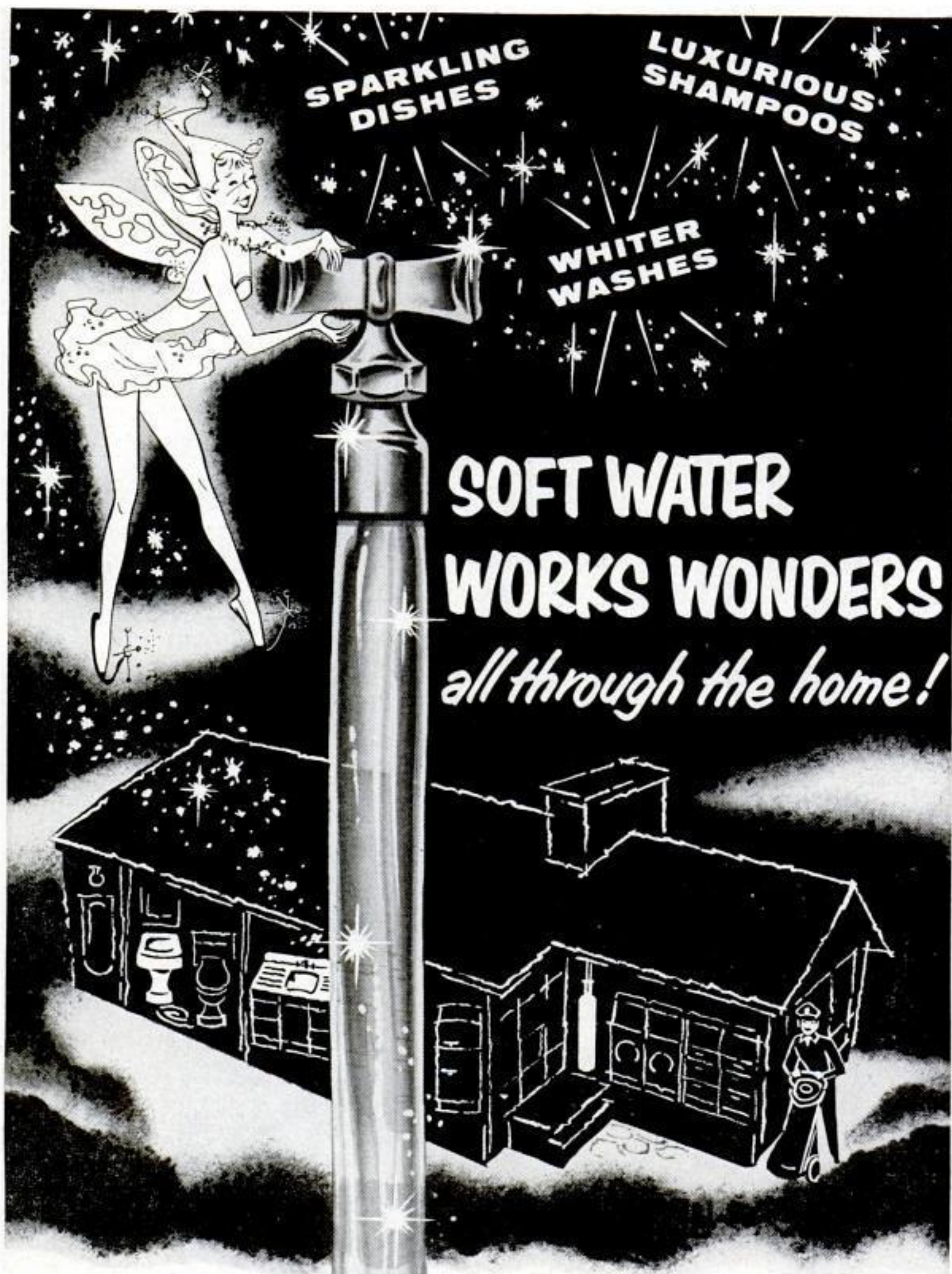
DITTY FOR THE DERBY



Handicappers who have sweated for weeks over Kentucky Derby prospects could have avoided all the fuss and worry by simply using the ancient ditty quoted with these pictures, an old English rhyme used by horse traders and recited by race track people. After examining past performances and weighing the latest workouts, experts agreed that of the four most talked about

contenders the bay with one white foot (*top*) would be the people's choice. His most formidable challengers (*second and third from top*) have two white feet. The most likely long shot (*bottom*) has three white feet. The names that fit the verse are given on the following pages, but the Derby, being a classic among races, has no horse to fit the ditty's last line, which goes:

Four white feet—go without him



**SOFT WATER
WORKS WONDERS**
all through the home!



See Culligan Soft Water presented "on camera" by Arlene Francis, star of "HOME" . . . the NBC Network TV Show.

Your Culligan dealer is the full-time water conditioning expert in your community. He provides the best way to have conditioned water in the home; on a service basis, with a home-owned model, or with a self-service rental unit.

Your hand has the magical touch of a water sprite each time you turn a faucet . . . when you have Culligan Soft Water Service connected in your home! Imagine water that makes a teaspoon of soap billow into a sinkful of shimmering, action-packed suds. Clear, filtered, sparkling soft water that's better for complexions, cooking, laundry . . . for every need in the home. It's completely automatic! The compact service-type softener is easily attached to your water line. As with your telephone service, there's no equipment to buy, no work to do. Your Culligan dealer owns the water softener and exchanges it for a fresh, "sealed" one at regular intervals. All at a service rate that averages less than \$3.50 a month*, plus modest initial installation cost. Call your nearby Culligan dealer today for a demonstration.

REMEMBER: soft water makes the difference!

*One softener exchange per 28 days; rate for additional exchanges averages less than \$1.50. Rates vary with local conditions.

Culligan®
SOFT WATER SERVICE

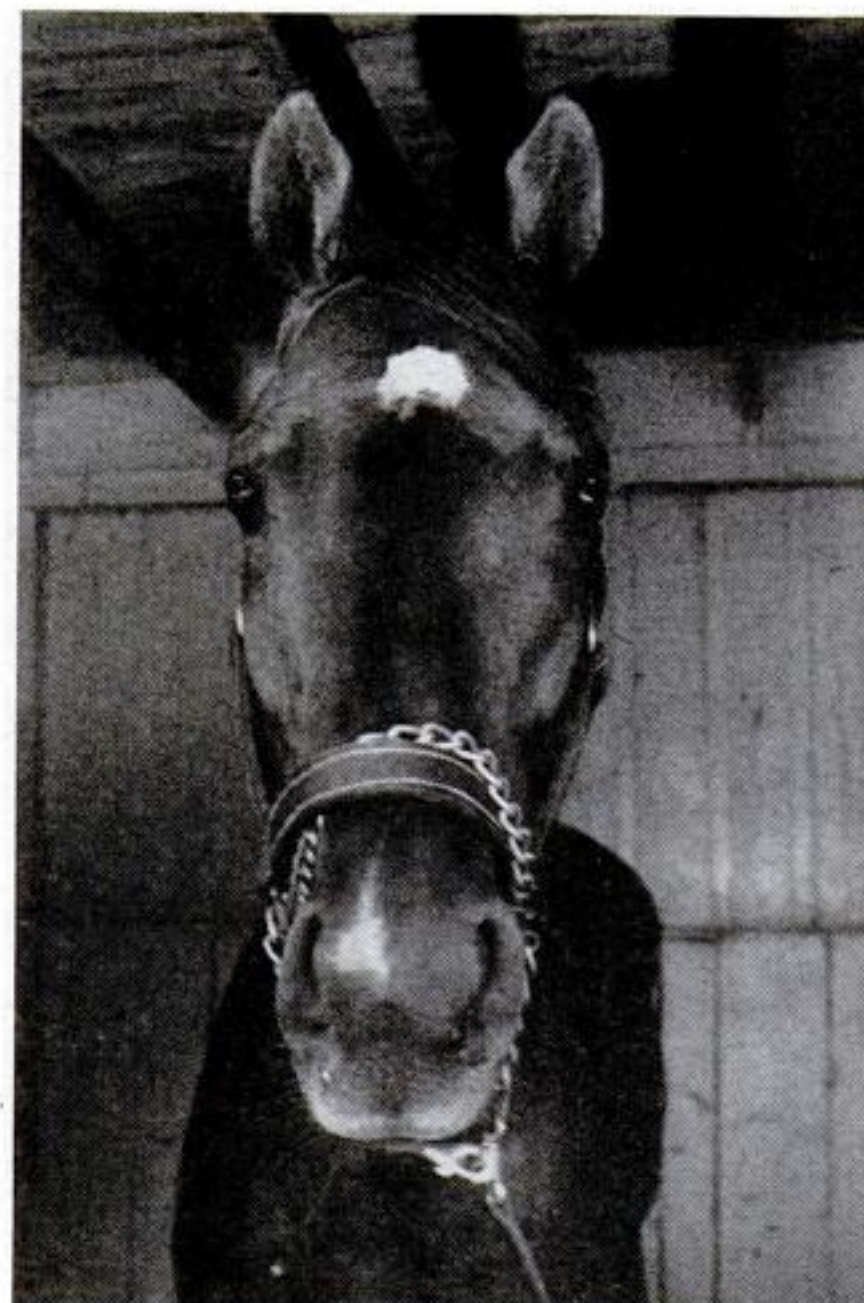
CULLIGAN, Inc.
and its franchised
dealers in the United
States and Canada.
Home office,
Northbrook, Illinois.

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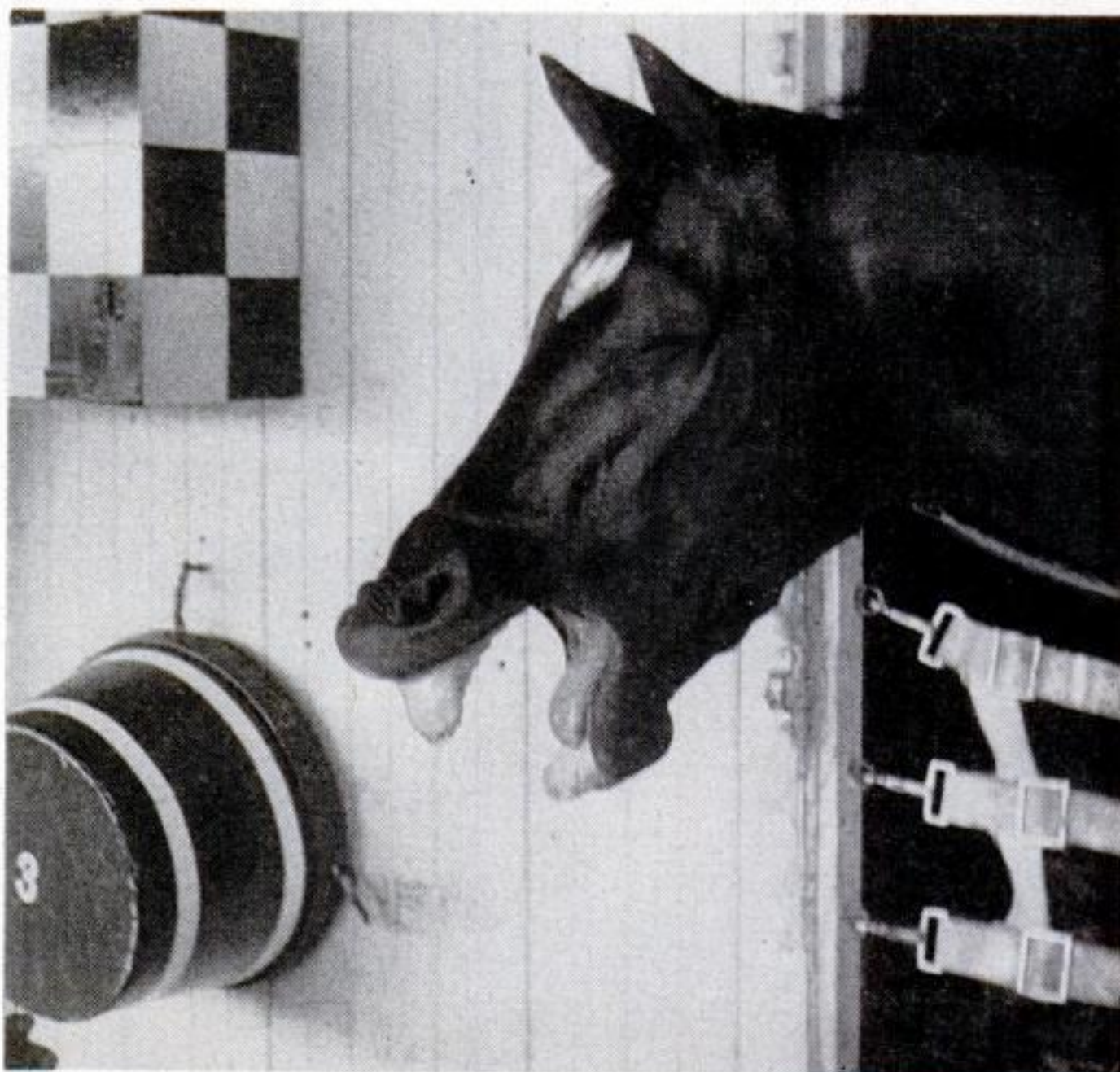
Ditty for Derby CONTINUED



SUMMER TAN, second from top, preceding page, took sick last fall after winning \$230,421 and almost died. Fit once more, he is second choice at 2-1.

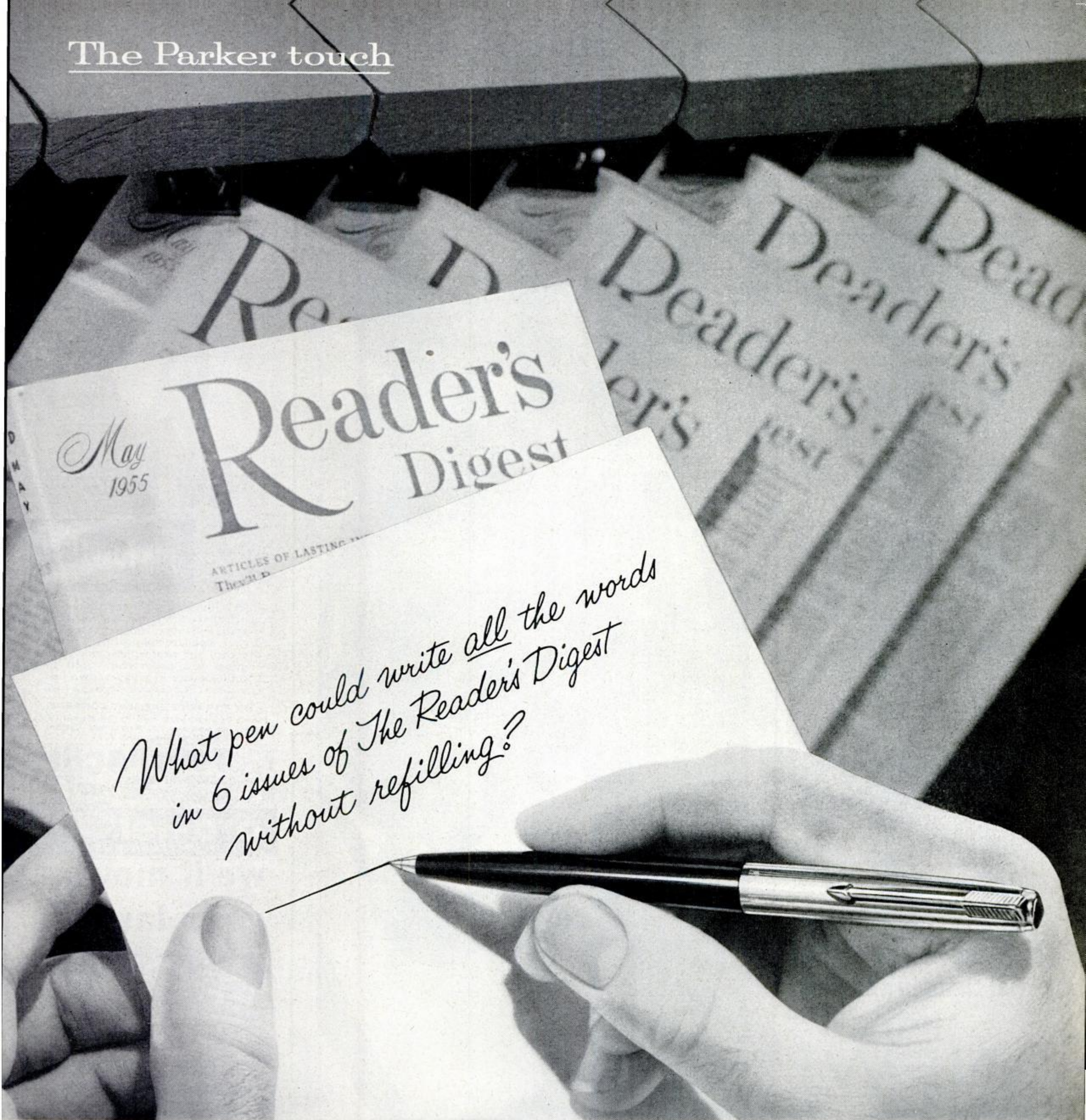


SWAPS, pride of the West Coast, third from top on preceding page, romped off with the rich Santa Anita Derby. He has worked very fast, is quoted at 4-1.



FLYING FURY, 15-1 long shot with three white feet, does not begin to run until race is almost over. He will be helped by long Derby route, long homestretch.

The Parker touch



COPR. 1955 BY THE PARKER PEN COMPANY, JANESVILLE, WISCONSIN, U.S.A.; TORONTO, CANADA

Thrifty new Parker Jotter ball point— writes nearly 400,000 words on a single refill

Don't let the sleek looks of Parker's new ball pen fool you. In that slim nylon barrel there is enough ink to fill almost 2,000 written pages. You can practically forget about refills. Months and months of words flow instantly with Parker's new, improved ball point ink.

Even the luxurious cap itself does double duty! It bespeaks the superior quality of a Parker—it also extends and retracts the

Jotter's point automatically! (Notice that there is *no* button!)

For all the years you've used hit-or-miss ball pens, you owe it to yourself to get a precision-made "51" Jotter. (Model illustrated, gold-filled cap, \$8.75.) Like all Jotters, it offers your choice of 4 point sizes. Other Jotters from \$2.95. Perfect gifts *all*!



The Parker Pen Company

*Crystals
made from
real
Oranges*

are right in the mix



For the first time...real
fruit flavor in a cake mix

NEW
Pillsbury
Orange
Cake Mix



THE FAVORITE at 8-5, Nashua has one white foot and a charitable nature. He seldom wins by much, but until now has seldom failed to win the big ones.

**Neat as a pin...
Tough as a nail!**



Big Favorite Matched Shirt and Pants—in all popular colors. Tailored for good looks and comfort. Top-quality fabrics, vat-dyed, Sanforized and mercerized.

All Big Favorite Work Clothes bear the important seal of The American Institute of Laundering.

**THE
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SANFORIZED**

All Big Favorite Work Clothes — matched shirts and pants, dungarees, overalls and other items — are built to highest standards of quality. They're designed for neat appearance, easy comfort and long wear. Sold by 25,000 dealers in village, town and city. *Neat as a pin and tough as a nail.*

THE FAVORITE GARMENT COMPANY
Plants in Lynchburg and Rocky Mount, Va.,
Jackson and Magee, Miss., and Cotton
Mill at Magnolia, Ark.



**we'll mow
your lawn**



Get this **FREE DEMONSTRATION**
Prove why it's easier to use an

**EVERSHARP
power mower**

Eversharp dealers everywhere now offer this unusual opportunity to determine the smoother cutting ability and superior performance of Eversharp Power Lawn Mowers. Discover the advantages of owning the power mower that gives you more grass cutting features. Ask for your Free Demonstration now.

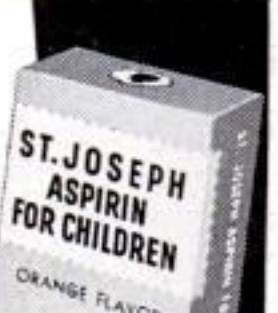
Self-propelled Reel and Rotary models available in 18" and 21" cutting widths, gasoline or electric. Priced from \$64.95. Eversharp "Hornet" Electric Grass Trimmer \$27.95.

Write for completely illustrated brochure.

MIDWEST MOWER CORPORATION
Dept. LM, Hannibal, Missouri

**AMERICA'S
Mother-and-Child
FAVORITE**

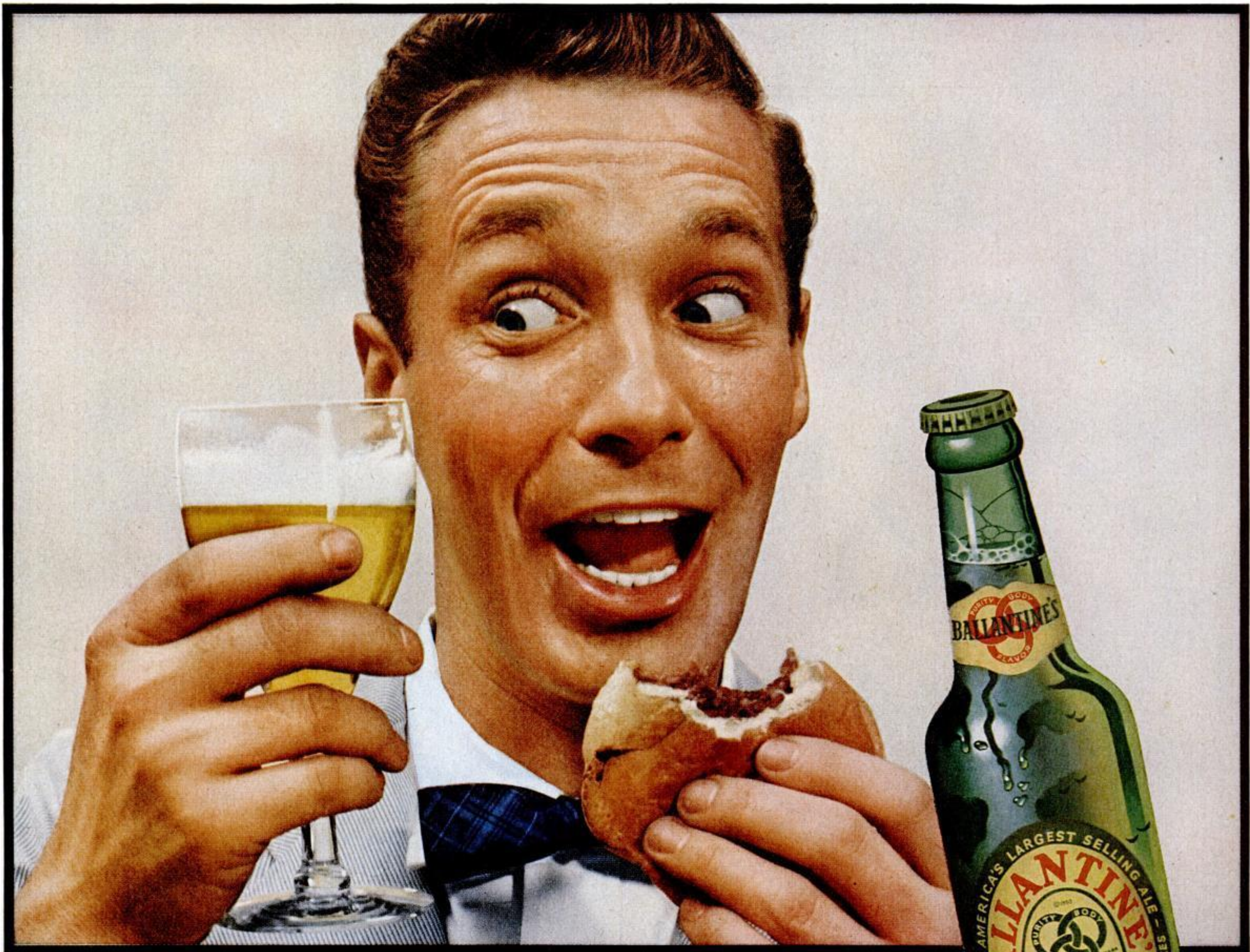
Each tablet of St. Joseph Aspirin For Children is 1 1/4 grains. Easy to give "just as the doctor orders." And it's orange flavored.





"Air-Conditioned" SUMMER STYLES by Jarman—Smart to look at, a "breeze" to wear, these cool, colorful and comfortable Jarman shoes are the perfect shoes to go with your lightweight suits and summer straws.
Left: No. J-4007. Center: No. J-5668. Right: No. J-4551. Available in these and a selection of other colors at Jarman dealers—\$9.95 to \$18.95 most styles—JARMAN SHOE COMPANY, Nashville, Tenn., Div. of General Shoe Corporation

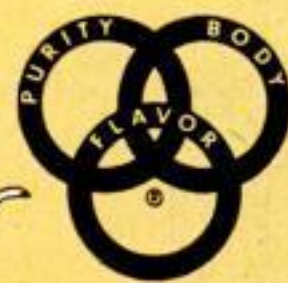
Refresh yourself with light, bright **Ballantine**...
that's Ale, brother!



P. BALLANTINE & SONS, NEWARK, N. J.

**Leads all ales in sales because it's lighter, smoother,
heartier-tasting...satisfies without filling!**

● Refresh yourself through and through, Friend! With the good, clean, honest ale flavor of Ballantine Ale. Enjoy this famous light ale and you feel fine *without feeling full*. Only Ballantine brews ale like this, the best-loved ale there is. How about having some, Brother . . . you too, Lady?



Next time, ask the man for **Ballantine ale**





NOTE ON ILLUSTRATIONS

The pictures taken for this article by Gjon Mili reconstruct the scenes and emotions recalled by a man struck by a heart attack on a train. None of the actual participants in this factually true narrative are shown in these photographs

A Stricken Man and His Heart

A COMMUTER HAS AN EXPERIENCE THAT THOUSANDS FACE ANNUALLY

by ROBERT WALLACE

THE pain had begun just before he got on the train. Like most men in middle age he had vaguely considered the possibility that he might someday have a heart attack. His father had died of one. But there was nothing the matter with his own heart, so far as he knew. He was no more of a hypochondriac than any man whose breath comes shorter than it did and whose belt seems tighter than it once was. He had merely considered the possibility and dismissed it.

This account of what happened to him is completely factual except that, at his own request, he is not identified by name.

A specialist might have told him that he was a good candidate for a heart attack. He was 41, 5 feet 8 inches tall, of stocky build and inclined to put on weight; stripped, he weighed 165. He had a nervous stomach. Sometimes, but only sometimes, he worked

under pressure and did not readily shake it off when he went home at night. His medical history was undramatic. He had had few illnesses in his life and supposed that he took good care of himself. He rarely drank more than one cocktail a day, smoked about one pack of filter-tipped cigarettes daily and rarely engaged in sudden, violent exercise. He liked to fish, occasionally played golf and puttered gently around the house and garden on weekends.

At 7:55 p.m. on Nov. 10, 1954, having worked a long day, he left his office on 45th Street in Manhattan and started to walk east toward Grand Central Station. He lived in Connecticut and traveled to and from his work in New York on the New Haven Railroad, 58 minutes each way. (He was not a native New Yorker and had not always lived in the atmosphere, sometimes thought to be

CONTINUED ON NEXT PAGE



"I KNEW," SAID THE SIOUX, "THAT SQUAWS WOULD GO FOR HIS SCALP"

Your hair wears an air of freshness when you treat it to the Tonic that Grooms Greaselessly as it Doooms Dandruff*

When she pets the pelt on your pate does your hair wear an air of freshness... a just-barbered air that says that your scalp is clean; that your hair is clear of the shoulder snow gals diagnose as dandruff?

Or are you a grease poll who changes his oil only when it's ripe with rancidity and alive with dandruff?

If you believe dandruff and dirt are first cousins; that oily hair tonics are strictly for

zooters, douse daily with Jeris, America's largest selling greaseless antiseptic Hair Tonic.

Only Jeris dissolves dandruff cells, destroys on contact the pest "Pityrosporum Ovale" (which many authorities say is the cause of infectious dandruff), contains no oil, grease or wax, is conservatively fragranced the inimitable Jeris way.

At all drug counters. Professional applications at all barber shops.

Jeris Sales Co., New Brunswick, N. J.



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just c-l-i-c-k the switch...

the charcoal fire is lit!

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A MAN AND HIS HEART CONTINUED

tense, of a big city. On this particular evening he was more tired than usual, having worked three 11-hour days in a row. His company produces commercial films; between Monday morning and Wednesday night he had torn apart and rebuilt a 30-minute movie for a steel company. He was not worried about the film. He knew it was good. His job had been well done and the pressure was off him.

His train left at 8:09 p.m. He had nearly 15 minutes to walk five blocks to catch it. He moved rapidly through the huge vaulted lobby of the station, through the train gate and down a flight of 28 steps to the platform where the 8:09 was waiting, already largely filled with passengers. He began to walk up the platform, heading for one of the front cars where he habitually sat. The pain commenced just then.

It arrived full-grown. It was as though a small hot bulb had suddenly started to glow in his chest. It remained constant. The area of pain seemed about the size of a quarter, in the center of his chest, four inches below the knot of his necktie. Never having had a heart pain before, he thought it was indigestion; he often had gas pains and carried a small box of antacid tablets in his pocket.

He had walked halfway up the platform but suddenly did not feel like walking farther toward the head of the train. He stepped into the nearest car and was pleased to find an empty seat on the aisle near the door. If he were going to be sick, he thought, he could get to the washroom quickly without attracting attention.

The pain was severe but he had felt many worse pains at various times in his life. He leaned back in his seat, took an antacid tablet from his pocket and began to chew it. Presently he felt a second ball of pain beside the first one, to the right of it, and then a third, to the left. Soon all three merged into a bar, hot and high up across his chest. He began to wonder whether his heart might not be involved, but he had the conventional notion that the pain of a heart attack would be lower and on the left side of his chest. He thought briefly of leaving the train and trying to find a doctor, even of taking a taxicab to a hospital, but then considered how ridiculous he would feel if he were told that he had indigestion.

For two or three minutes he sat quietly trying not to think, his body simply a container for the little rod of pain. Then he noticed that his left arm was numb. It felt as though he had been carrying a heavy weight for a long distance and had just set it down. He began to knead the arm with his right hand and felt pain running from his left shoulder down to his elbow. He knew then, beyond doubt, what was happening to him.

THE train was moving, rumbling through the long tunnel beneath Park Avenue. He looked at the other passengers in the car and saw only a hundred anonymous faces tilted downward toward evening newspapers. He was certain that he was going to die, but was not terrified, and began to say the Lord's Prayer.

When he had finished his prayer he turned to the woman who sat beside him next to the window. He had been twisting in his seat, rubbing his chest and his arm, and he felt that the woman was staring at him out of the corner of her eye. He remembers that she was elderly and had white hair. "Excuse me," he said quietly, "I'm afraid I am very ill."

The woman turned and looked him full in the face. "Lean back and rest," she said in a strong British accent. "You are going to be quite all right."

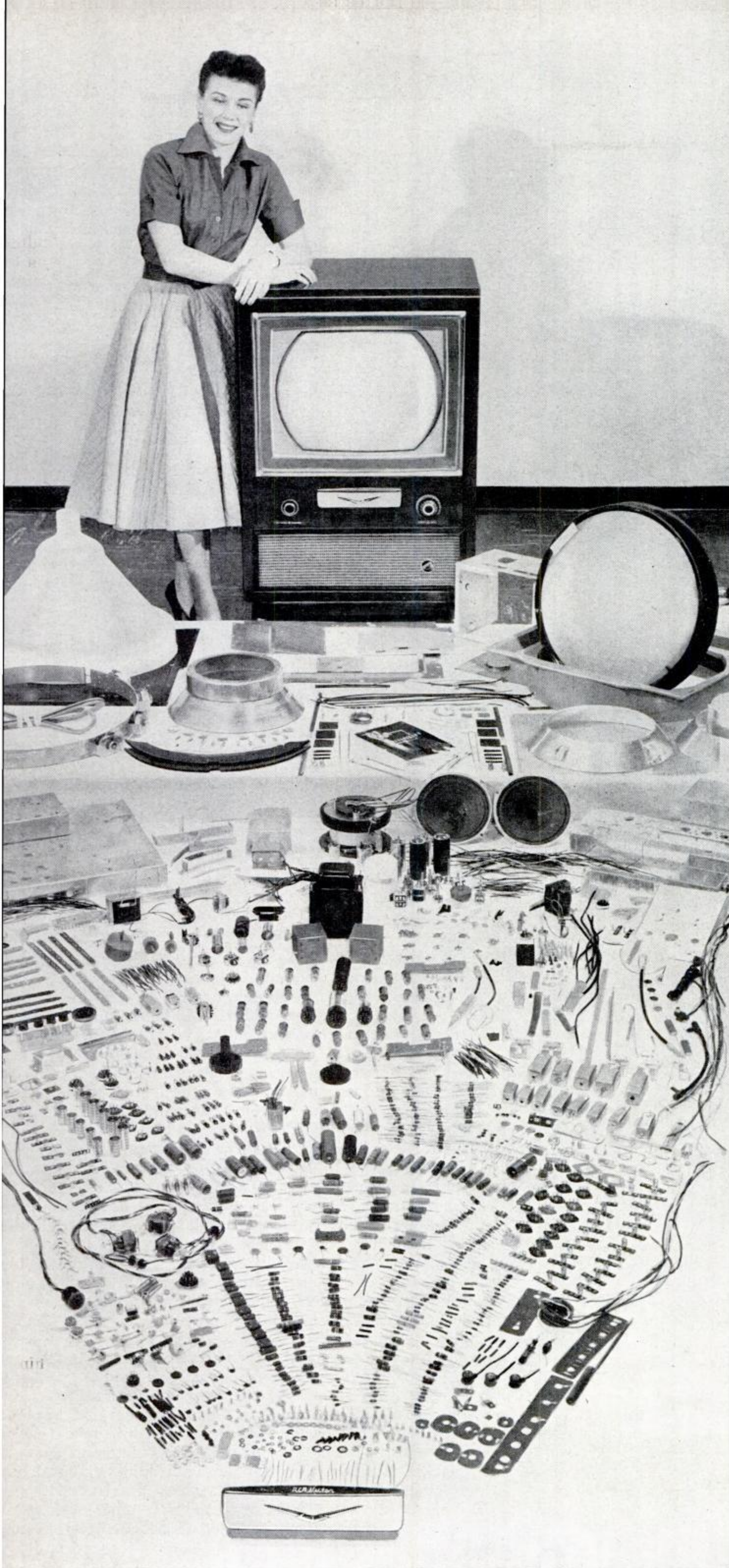
He took enormous, irrational comfort from her remark and repeated it several times to himself. The train emerged from the tunnel and began to roll along the elevated track toward the 125th Street station. For a moment he thought he would try to get off there when the train stopped. Then he was seized by the thought, the conviction, that if he were to stand up he would take only one or two steps and drop dead in the aisle.

He is a practical man and has strong religious faith. He had written his will. It was not terror of death or regret for things undone that disturbed him, but something he describes as an enormous, leaden sense of loss: he would never again see his wife and his three young sons. And he had a faint, struggling feeling of resentment: only 41 years old.

The conductor entered the car and began to move slowly down the aisle collecting tickets. When the conductor at last reached him he said quietly, "I am having a heart attack. I want to get off the train."

The conductor, a white-haired man with two gold stars on his cap, did not seem much surprised although his eyes widened. "I can stop the train at Mount Vernon," he said. "Can you wait until then?" (Mount Vernon is the first major stop on the commuting line.)

CONTINUED ON PAGE 146



This picture shows how RCA helps small manufacturers grow

Today the inter-dependence between manufacturer and supplier is stronger than ever in the history of American business. For in the challenging new age of electronics, hundreds upon hundreds of component parts are needed in the manufacture of new products.

For example, the superb new RCA Victor 21-inch color TV set shown here contains 2,070 parts. These are made by 600 different suppliers, most of whom are small businesses.

Indeed, more than three-quarters of all RCA suppliers are small business firms that receive nearly one-half of RCA's purchasing dollars. They, in turn, have their suppliers of raw materials. Thus through a long line of cooperative effort, employment is provided for countless people in many fields—and an entire economy benefits.

RCA salutes its full roster of 7,500 suppliers, located in 43 states, for their inventiveness and resourcefulness that contribute so much to the quality and performance of its products. With these firms at our side, RCA continues to march forward, creating new and better "Electronics for Living"—electronics that make life easier, safer, happier.



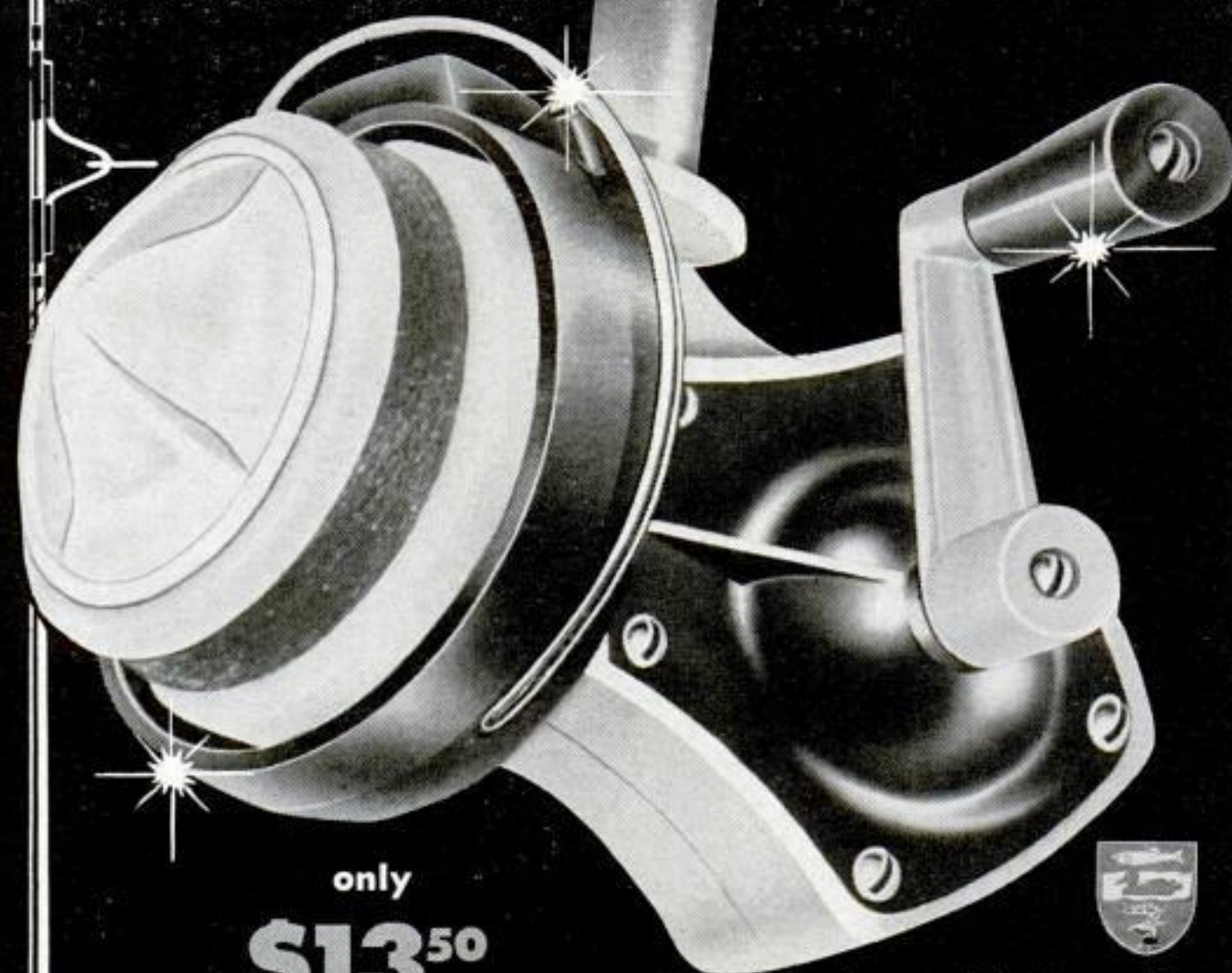
RADIO CORPORATION OF AMERICA
ELECTRONICS FOR LIVING

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WITH THE

WALTCO ny-o-lite





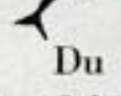
the only all-nylon spinning reel
in the world



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\$13⁵⁰
with 2 spools

*Awarded the medal of excellence
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Features Unmatched At Any Price

-  Nylon gears and bearings have outlasted metal 10 to 1 in wear tests: never need lubrication
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Du Pont, producer of ZYTEL® nylon resin, says: "New and better fishing reel . . . virtually unbreakable . . . corrosion resistant." (Reprint on request) Experts say it's smooth and quiet as a canoe through water! And happy fishermen everywhere say "The Walco Ny-O-Lite for me!" It's America's outstanding spinning reel.

SEE YOUR FAVORITE SPORTING GOODS DEALER FOR THE "LET'S GO FISHING" INTRODUCTORY OFFER (LIMITED TIME ONLY!)

Walco Spinning Rod, SP103: 2-piece fibreglass rod with superb tip action. Stainless steel spinning guides; top quality Specie Cork handle; anodized sliding reel seat. In 6' length. **\$12.95**

FREE! With Reel and Rod Combination: Four action packed spinning lures . . . including the famous Walco BEBOP with "no-foul" leader attached . . . plus roomy plastic bait box. **Retail Value \$3.50**



NY-O-LITE Spinning Reel \$13.50

SP103 2-Piece Spinning Rod . . . 12.95

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TOTAL RETAIL VALUE \$29.95

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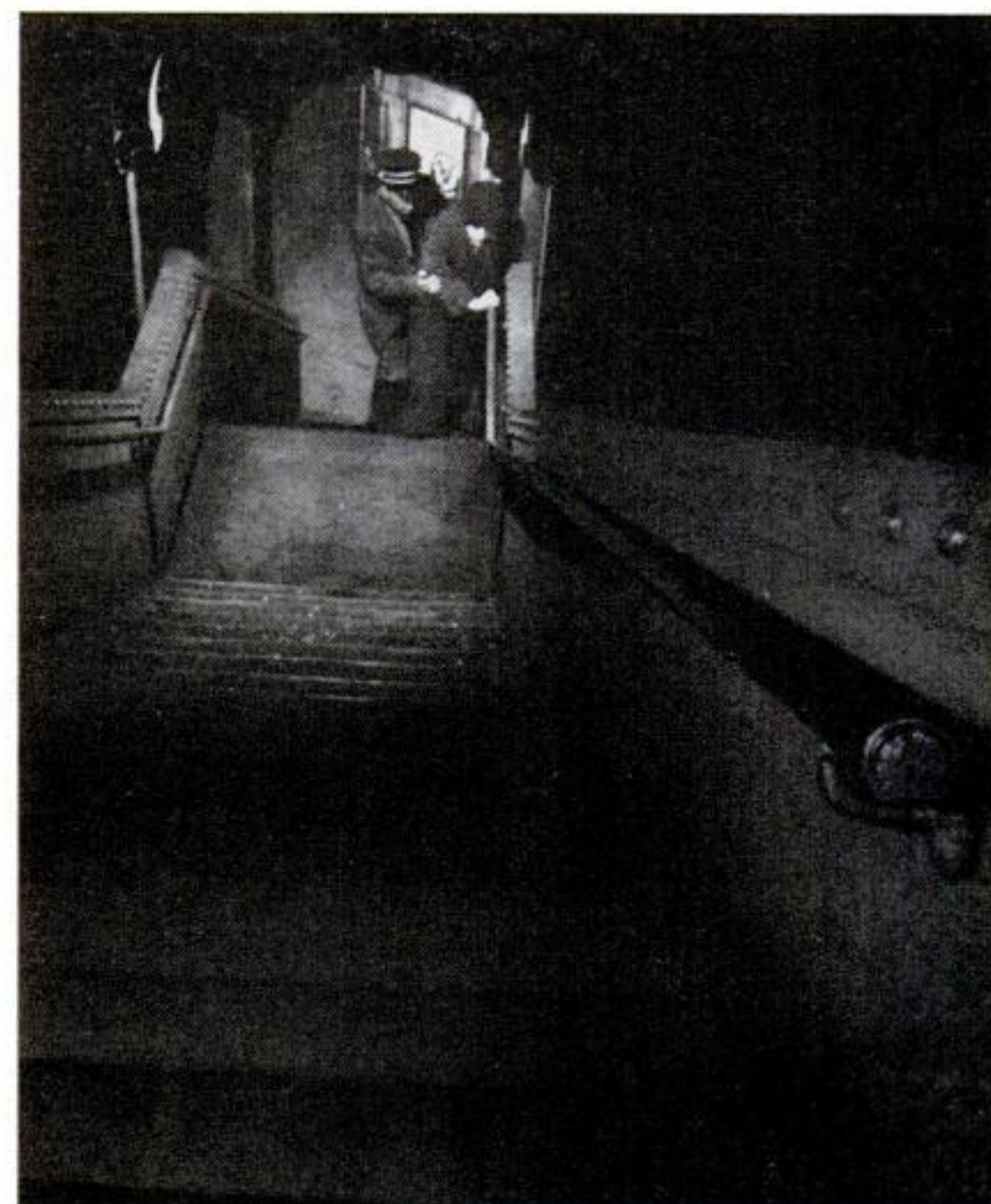
A MAN AND HIS HEART CONTINUED

"I'm sorry. I want to get off right away."

"All right. I'll stop the train at Fordham station," the conductor said and walked swiftly away. (Fordham is a small station in the Bronx, still within the New York City limits.) Shortly before the train reached Fordham it began to slow down and switched over onto the outside track. He remembers hearing man's voice nearby saying irritably, "For Heaven's sake, what are they doing now?"

The conductor reappeared, accompanied by a brakeman.

He stood up, wondering whether the motion would kill him.



Somehow, partly supported by the brakeman, he got to the top of the dark flight

Nothing happened; he felt exactly as before. The brakeman started to reach up in the overhead rack to get his hat and coat.

"No, thanks," he said. "I'll get it myself." It seemed important to him to show the other passengers, who had begun to stare at him, that he could carry his own hat and coat.

Gripping the handrail, leaning on the brakeman, he slowly descended the four train steps and reached the Fordham platform along which a few low-powered bulbs glowed dimly in the dark. The brakeman took his arm. Almost immediately the train pulled away, leaving the two men alone on the platform.

"This is a bad place for you," the brakeman said. "There's a big flight of steps up to the street and no elevator. Do you think you can make it, or—or what?"

"God knows," he said. "I'll have to try." He had decided that death was inevitable. It would come whether he remained on the platform or tried to climb the steps.

Somehow, partly supported by the brakeman, he got to the top of the dark flight of 38 concrete steps, and was still alive. The pain was no greater and no less. There was no one in the station. He and the brakeman walked out into the street.

He leaned against the wall of the station. The brakeman went out into the middle of the street, waving his arms, trying to stop any passing car. None stopped. After perhaps five minutes—here his recollection of events becomes episodic; he was in fact extremely close to death—a police car suddenly appeared at the curb.

He remembers leaving the station wall and walking slowly to the car, and then a seemingly endless period of interrogation during which he pulled out his wallet and shuffled through his identification papers. None of them seemed to have the right address—he had moved into a new house not long before. There were questions as to whether he was a nervous hypochondriac or was drunk; the policeman wrote down his name laboriously, printing every letter.

"Please," he remembers saying, "can't you call an ambulance?"

Instead the policeman took his wallet and began to look through the papers himself.

CONTINUED ON PAGE 14

SEA ISLE
New Caloric 24" range



You'll be "years ahead" with these
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Caloric



PALM SPRINGS—New Caloric 40" range



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Here in the Palm Springs, White Sands and Sea Isle models by Caloric you'll find every feature you want. From the colored lighting of the backguard to the automatic Barbequer and the extra-large "Harvest" oven, every detail has been designed to give you the easiest, the very best cooking you've ever had . . . plus smart, modern styling you'll be proud to show your friends.

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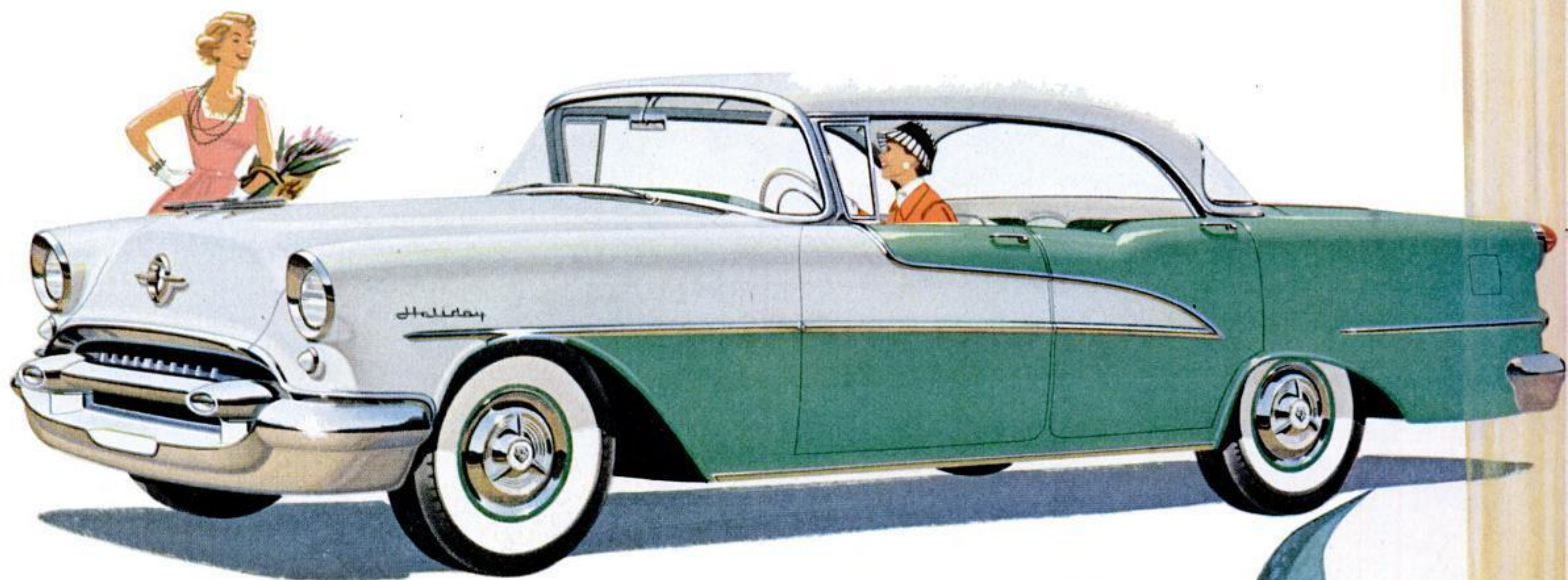
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Holiday Sedan by Oldsmobile . . . four words with a
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And just a reminder: all this beauty is backed by the magnificent
action of the "Rocket" 202 Engine. We hope you
discover how much that means soon . . . out on the road!



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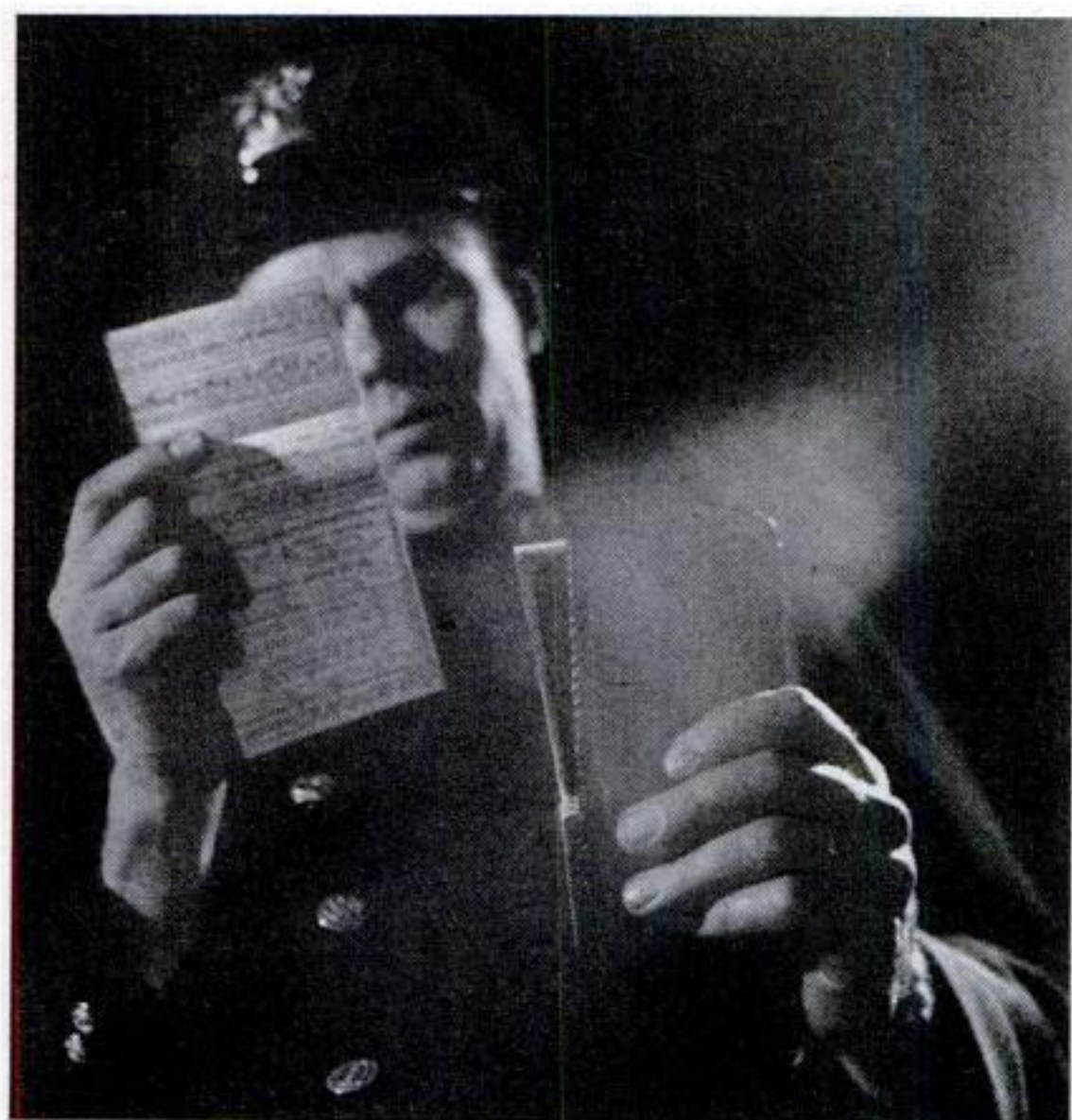
A MAN AND HIS HEART CONTINUED

"I want to notify my wife," he said.

"Sure, sure," said the policeman, looking through the papers. He remembers turning to the brakeman then and saying, "Where do *you* live?"

"Here in the city."

"Well, that's good," he said. "You'll have the rest of the night off." Suddenly he felt sorrier for the brakeman than he did for



I want to notify my wife," he said. "Sure, sure," said the policeman, looking through the papers

himself. He had always been squeamish about blood and illness in public. It upset him to see a fallen man; his inclination had always been to walk away quickly, not to stop or look. Now here was the poor brakeman having to cope with the situation.

"Look, can't *you* take me to a hospital?" he said to the policeman.

"All right," the policeman said suddenly. "Get in the car." They left the brakeman standing on the curb.

On the way to the hospital he made small talk with the policeman. He chose his words and his thoughts with care, realizing after a while that he was not talking to the policeman at all but to himself. He expected to die momentarily and wanted to have at least a graceful exit line. "I wish my three boys were here," he said. "They'd love to ride in a police car."

The policeman grunted. He was a young man, about 30.

Within five minutes he was in the emergency room of the Fordham Hospital, an old, overcrowded hospital built in 1907. He remembers that there were half a dozen people sitting along the walls of the room staring at him. They did not seem to be hospital personnel or patients; they were merely there, staring solemnly at him, and he has never made up his mind who they were. He was examined by a woman doctor who spoke with a Middle European accent. She put her stethoscope on his chest, looked at him with narrowed eyes and suddenly slipped a small pill under his tongue. He did not ask what it was. (He was told later that it must have been nitroglycerine, routinely given to relieve the pain of angina pectoris, which, it turned out, he did not have.) Then she injected morphine into his left thigh.

Two hospital attendants, women in blue uniforms, helped him get onto a wheeled stretcher and then began to pull his clothing off him. His small personal belongings and his money were put aside, his suit rolled up into a tight ball held together by a knot tied in the coat sleeves. He remembered that he had paid \$90 for the suit.

He could hear someone counting his money. It came to a little less than \$7. He was asked if the addition was correct. Then, noticing his cigaret lighter about to be sealed into an envelope with his money, he picked it up. He wanted to give the lighter to the policeman. He held it out saying, "Thanks, I'd like you to have this."

"Sorry, Bud," the policeman said. "I can't accept it."

The attendants wheeled him off to a ward. It was 9 o'clock, almost an hour after he had felt the first pain.

The morphine worked quickly. In half an hour he was drowsy, only slightly conscious of the pain, and might easily have gone to

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DON'T SAY ORANGE, SAY NESBITT'S

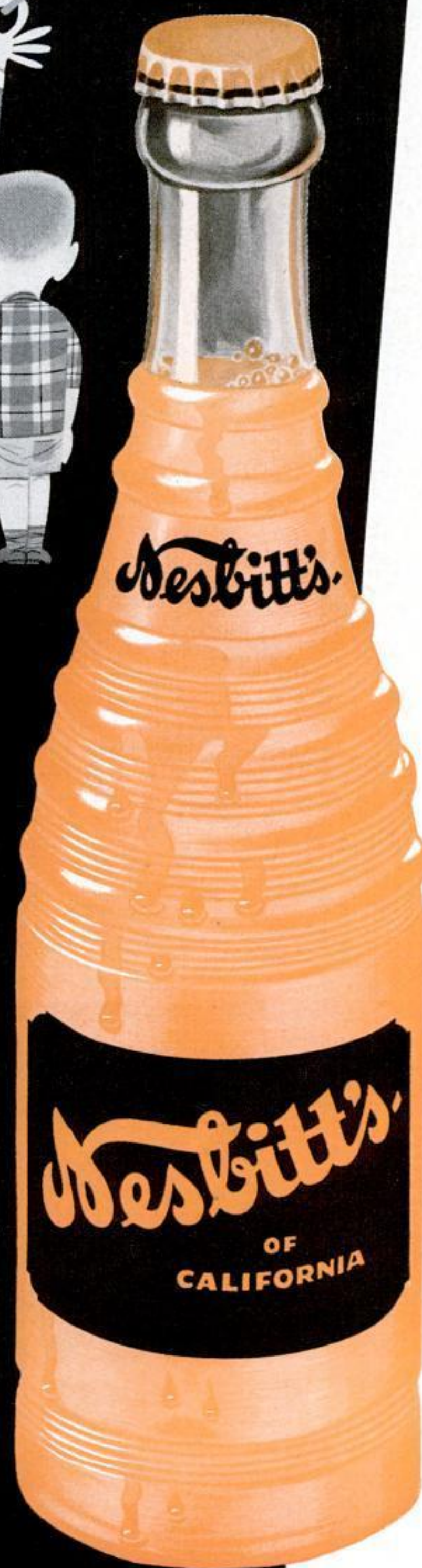


Everyone—boys, girls, mothers and dads...will love NESBITT'S...will be delighted with this full flavored, sparkling soft drink. It's so refreshing, so satisfying to the taste and thirst.

Ask for NESBITT'S by name. Look for this distinctive carton and take home 6 bottles today.



a soft drink
made from *real* oranges



sleep. But he expected momentarily to see his wife and his own doctor enter the ward and walk up to his bed, and refused to lose consciousness until they came. Soon the lights in the ward were turned out and suddenly he became aware of all the other human beings in the room with him. In the darkness their breathing and muttering seemed to grow louder and louder. Turning his head slightly he could see the dim white shapes of beds in long rows and realized that there were perhaps 50 men in the ward. They were, as he discovered next morning, all elderly men, many suffering from diseases for which there is no cure. Some of them groaned or wept;



He could see the beds in long rows and realized there were perhaps 50 men in the ward

some thrashed endlessly upon their beds; one loudly cried out, "Wow!" at regular intervals. The air was warm and thick, full of the smell of antiseptic and of ill old age.

At about 9:30 a male doctor in the white uniform of a resident physician quietly entered the ward and came to his bed. Without a word the doctor took a stethoscope from his pocket and began to listen to his heart. He listened for perhaps a minute, put the stethoscope back into his pocket and then, still bending over him, said tonelessly, "Coronary occlusion."

The Lord's Prayer again. And then from the nearby bed, "Wow!"

An old thought that had occurred to him years ago, when he first began to analyze his religion, suddenly bobbed into his mind and he seized it. If one could tell an unborn child that soon it would be forced to leave its only world, the child might struggle frantically against the thought. Birth must be death. But of course it is the other way around.

He lay with his eyes fixed on the door at the end of the ward through which his wife and his own doctor would surely come. All night he stared at it, sometimes dozing for a moment and then snapping awake. They never came.

The New York police had sent a teletype to the police in Connecticut requesting that his friends or relatives be notified. There had been some delay in its transmission and it was long past midnight before a prowler car reached the house where his family was sleeping. His wife, supposing that he was working late in the city, had gone to bed early and had left the porch light burning for him. The policeman could tell her only what was in the teletype—that he was "sick and confined to Fordham Hospital." Having recently

CONTINUED ON PAGE 152

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WHITE HORSE
of course
...if you are particular
about your scotch.

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Everybody's talking about the wonderful value you get in Colony bedroom furniture! A wide range of pieces for every need, every decor, every bedroom size, from master to junior to guest. Handsome styling—both traditional and modern; exclusive "Duratized" construction for years of service; special finishes for mar-proof, stain-resistant beauty. The pieces shown here are from a comprehensive group of sixteen matching pieces, in luxurious "Old World" maple finish.

Master-crafted with **Solid Rock Maple** tops and hardwood

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44" wide **RANCHER DESK** and chair. \$39

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37" wide matching 4-drawer **CHEST** \$39

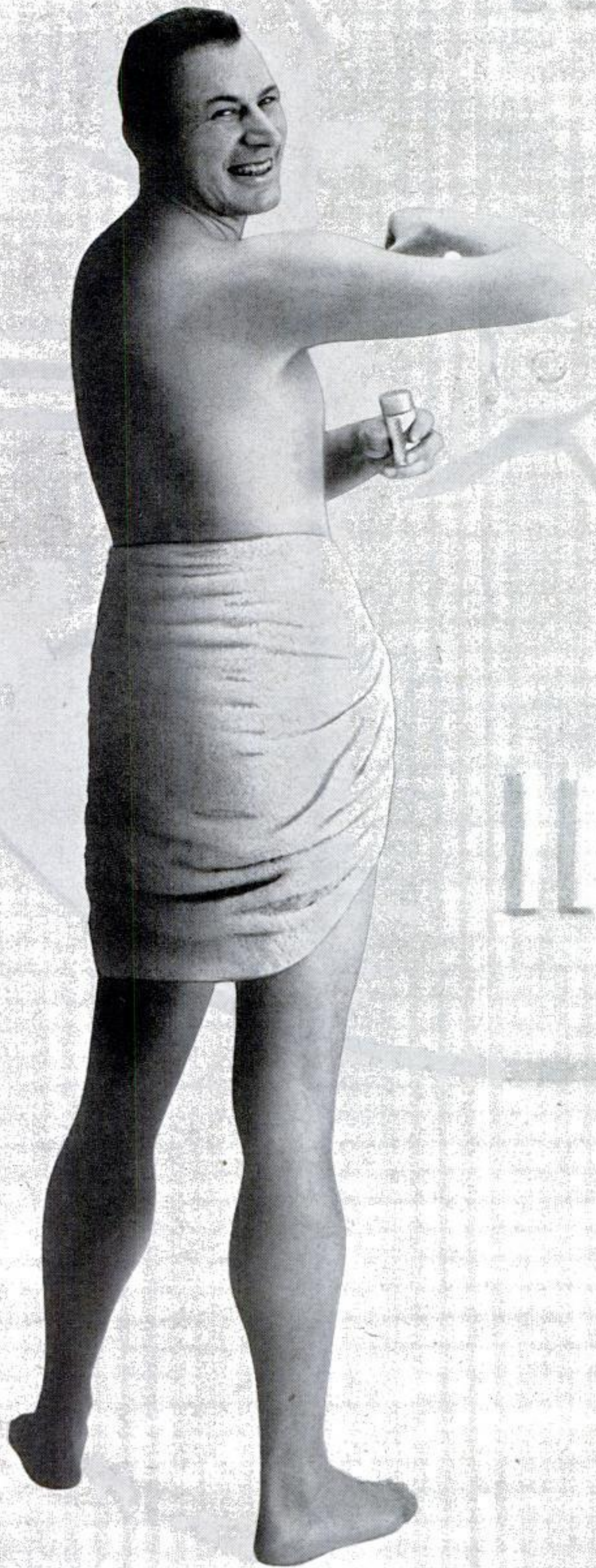
**slightly higher west of the Rockies.*

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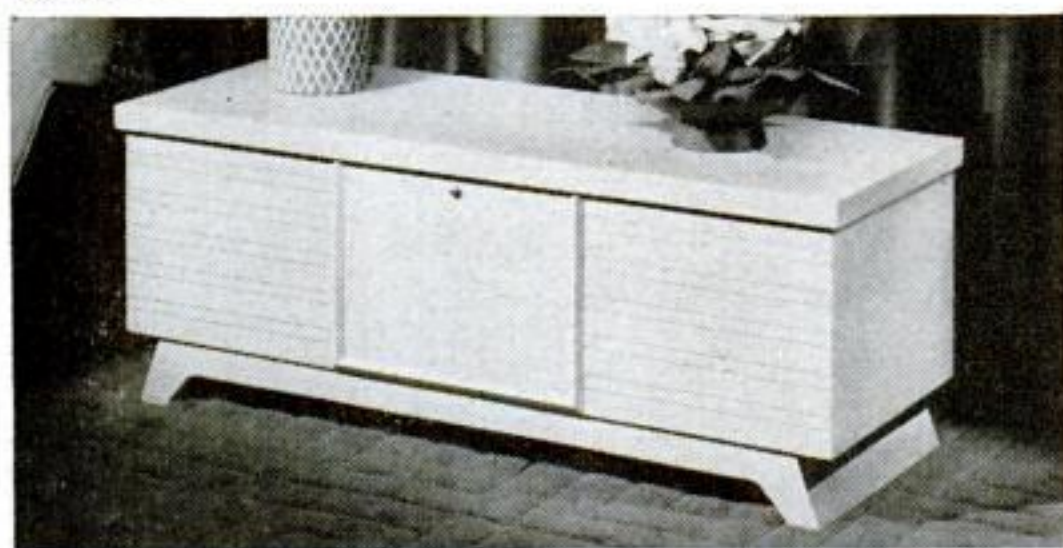
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A MAN AND HIS HEART CONTINUED

moved into the neighborhood, she knew of no one she could ask, at that hour, to come and take care of her children while she went to New York. It was 8 a.m. before she could make arrangements and midmorning before she reached the hospital.

He watched her walk through the ward toward his bed, enormously grateful that he had lived to see her again but unable to think of any words that seemed appropriate. He merely smiled and held out his hand.

Soon his own doctor arrived and an electrocardiogram was taken. The pattern of his heart beat on the long strip of graph paper would show the amount of damage to his heart.

The human heart performs fantastic labor. Every day it pumps about 3,000 gallons of blood through thousands of miles of vessels, great and small, in the body. In an average lifetime it beats two and a half billion times and moves 75 million gallons of blood. To nourish its own muscular tissue during its terrific effort the heart itself requires a large quantity of blood, which flows through the two coronary arteries and their branches, which encircle the heart, in a vital torrent. In normal individuals the lining of the coronary arteries is clean and smooth. But in those who are likely to have heart attacks the inner layer of the arterial wall is thickened and rough. The thickening is caused predominantly by the slow deposit of a fatty wax called cholesterol, which is found plentifully in the rich diet of most Americans and is also manufactured by the body itself.

In his case, somewhere in one of his coronary arteries, cholesterol had caused an obstruction. For years, perhaps, it had only slightly impeded the flow of blood. But recently the blood had begun to pile up behind it in eddies, and suddenly as he walked down the train platform the eddying had increased. Backed up, some of it unable to pass the obstruction, the blood had begun to seep out through the arterial wall. In a spasmodic, catastrophic reaction the artery had pinched shut. And the heart, deprived of part of its nourishment, had begun to ache. The heart still obtained blood through other coronary artery branches and thus at least a great part of it was still undamaged, but one area of it had actually begun to die.

HIS was no exceptional case; he had suffered a classic heart attack, of the sort that happens annually to hundreds of thousands of individuals in the U.S. All such attacks result from obstruction or impairment of the flow of blood in the coronary arteries but differ in name and in the exact nature of the catastrophe. In angina pectoris the artery may not be obstructed at any single point but may have sections which have narrowed. Here the flow of blood is not suddenly shut off but is merely restricted. Pain occurs when, as during exercise, the heart does not receive enough blood. In coronary thrombosis there may be a narrowing or obstruction in the artery against which blood congeals to form a clot. But in general, whether the attacks are called coronary occlusion, thrombosis or angina pectoris, cholesterol is thought to be the root cause; if a way can be found to keep the arterial wall free of cholesterol, heart attacks and strokes will be rare.

It should be said here that there is no reason for the average middle-aged American to become a cholesterol hypochondriac. He would be well advised merely to moderate his consumption of fatty foods and await the results of further research in the subject.

At 4 in the afternoon, the electrocardiogram and other tests having shown that he was not in imminent danger of death, he was wrapped in a firm cocoon of blankets by two muscular but infinitely gentle ambulance attendants and transferred to a hospital in central Manhattan. The ambulance moved silently, with no siren, at an even 20 mph.

There are no miracle drugs, other than emergency, tactical medicines, for cardiac patients. The primary treatment consists of prolonged rest, during which the heart itself makes its own repairs. The obstructed artery is bypassed and new channels are opened, old ones enlarged, through which the blood may flow. It can never restore the damaged area of muscle, which does die and is replaced by scar tissue, but it can make arrangements and compromises in its blood supply for which there is no other word than miraculous. Eight out of every 10 individuals who suffer heart attacks survive them and thereafter lead normal and even long lives because of the magnificent vitality of that fist-sized hollow lump of muscle in their chests. Morbid fear of heart attacks is a ridiculous waste of time. The chronic worrier would do better to consider how strong, not how weak, his heart really is.

In the 48 hours following his attack the pain gradually subsided. But then in the late afternoon of the third day he awakened

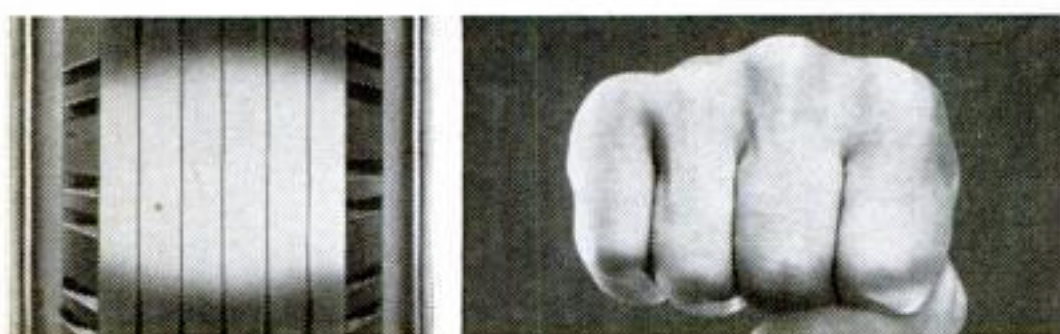
CONTINUED ON PAGE 154

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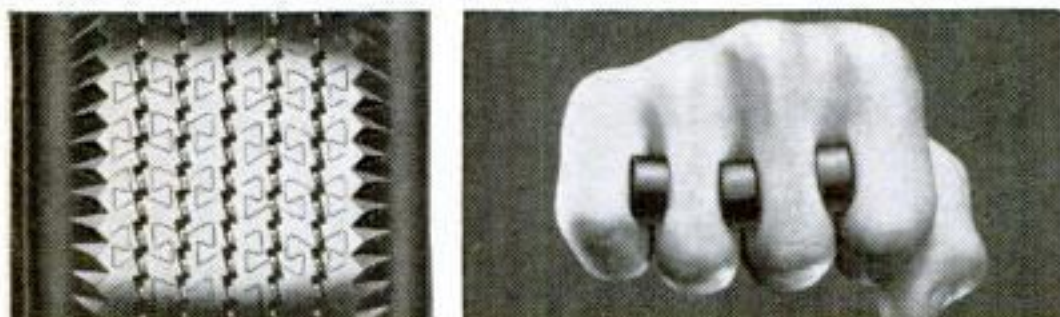


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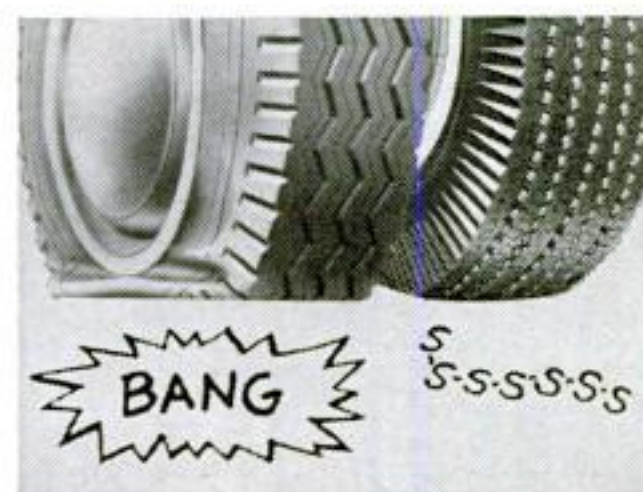
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A MAN AND HIS HEART CONTINUED

from a drugged nap to a new and terrifying sensation. He could not breathe. By good fortune a nurse was standing beside his bed. She realized at once what was happening to him and ran from the room in search of a doctor. He lay very still, struggling to get air into his lungs, but could not. When the doctor reached him he managed to say, "I am only—breathing—on the top half inch of my lungs." He was suffering from pulmonary edema, a disastrous complication that sometimes follows severe heart attacks and fills the lungs with fluid. While an oxygen mask was being connected the doctor gave him an injection which would help clear out the fluid in which he was literally drowning and almost at once he lost consciousness.

For two days he drifted between sleep and wakefulness, burning with a fever that once reached 105°. It was here that he was closest to death and he was not even aware of it. He remembers that once he woke, saw a nurse beside his bed and behind her a screen over which were hung three hospital nightshirts, soaked with his sweat.

Then, as abruptly as it had begun, the fever left him. He awakened one morning feeling completely alive and aware, certain for the first time that he would not die. He was in a semiprivate room; someone else was there, in the other bed, staring at him curiously.

He was overcome with a sense of the freshness of life such as he had not known for many years. He looked at the fabric of the bedclothes and at his own hands, thinking how marvelously they were contrived. Every object on which his eyes fell was remarkable and new. The identity of the other man in the room seemed, as it



He looked at his own hands, thinking how marvelously they were contrived

unfolded, the most remarkable of all. Today it seems to have been only an odd coincidence but then it overwhelmed him.

The other man, whom he had never seen before, was a doctor who had come to the hospital to have a small tumor removed from his thigh. For no reason that he recalls they fell to talking, almost at once, of trout fishing. It developed that in the preceding August they had both gone to Canada to fish. Both had gone to the same township and had fished the same river. Within three days of each other they had stood upon the same rock to cast into the same pool, thinking much the same thoughts and now they lay side by side, far from summer and the rock.

A well man who has not been close to death would have shrugged it off. But he found the deepest sort of meaning in it, although he is now reluctant to put it into words for fear of being thought foolish. It was a great surging feeling of the kinship and common destiny of men, which came close to overwhelming him. Today he knows that cardiac patients and in fact all men who have gone to the final brink, looked over and drawn back, have such feelings. Children have them as well. It is almost as though these feelings, being found at both extremities of life, seep from outside through the thin walls that enclose life at both ends.

The doctor's thigh healed quickly and he soon left the hospital. For two days there was an empty bed in the room and then a second man came to occupy it. Appraising his new companion—large and muscular, wedge-shaped, ruggedly handsome—he felt mildly depressed. The man was not such as he cared to cope with at the time. But, for therapeutic purposes, no better companion could have been found. The man was a police detective who had suddenly been felled, while working on a big midtown jewel robbery, not by a bullet but by an inflammation of the tonsils.

They spent many hours talking about the jewel robbery. As he talked to the detective, feeling better each day, his sense of humor returned. He began to develop his own theory of the robbery. He

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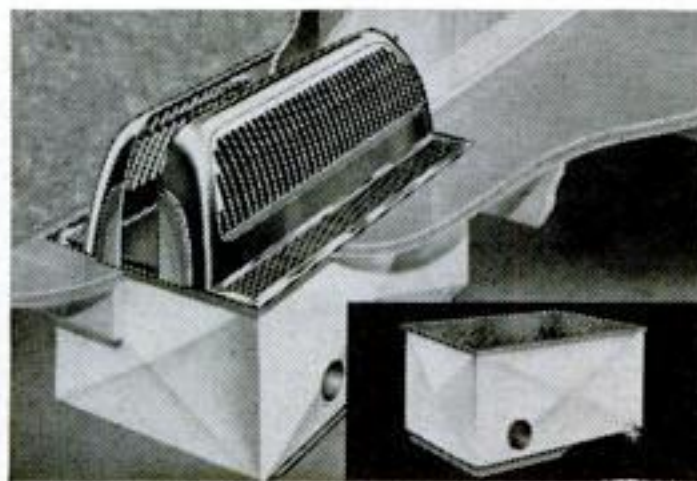
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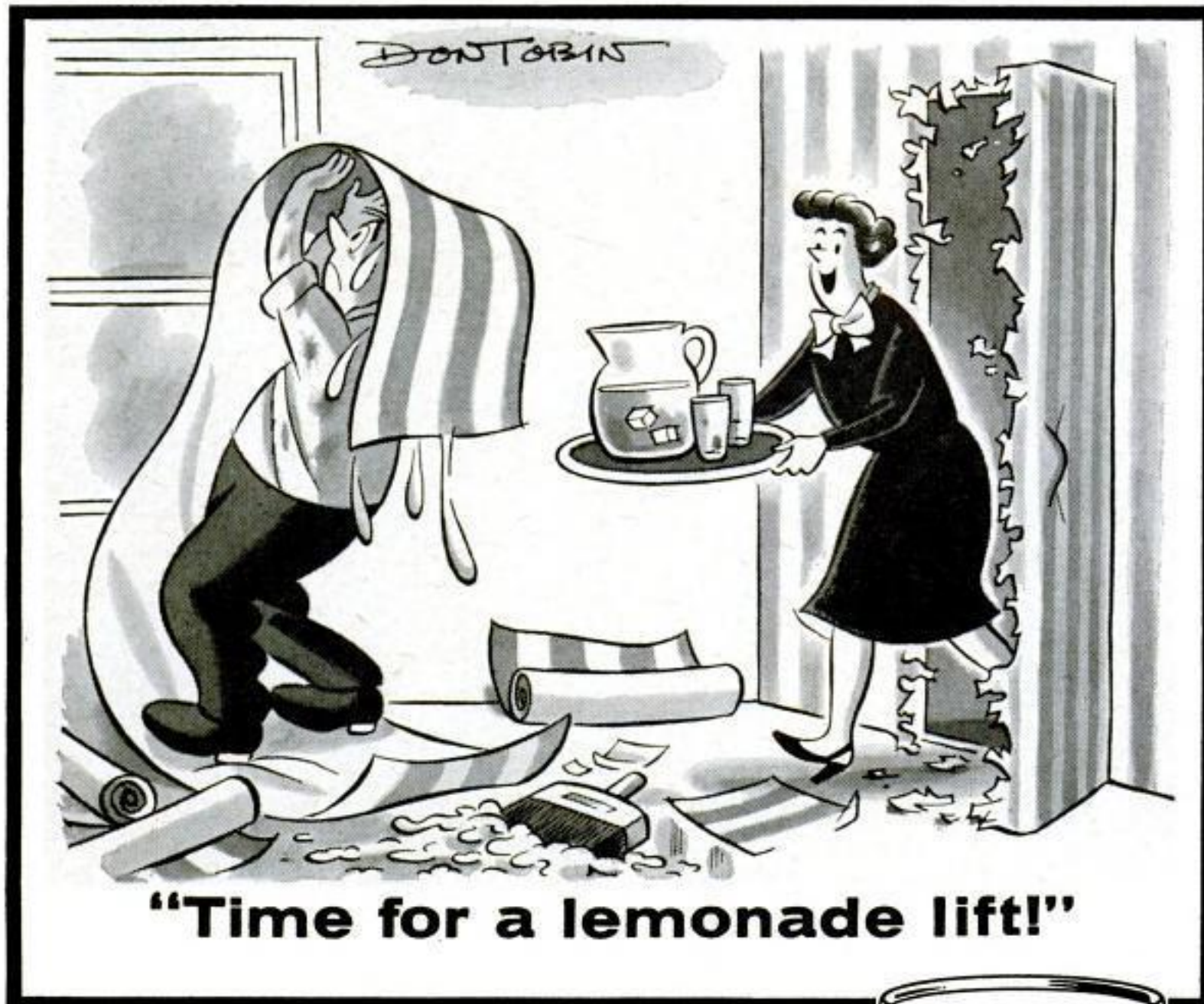
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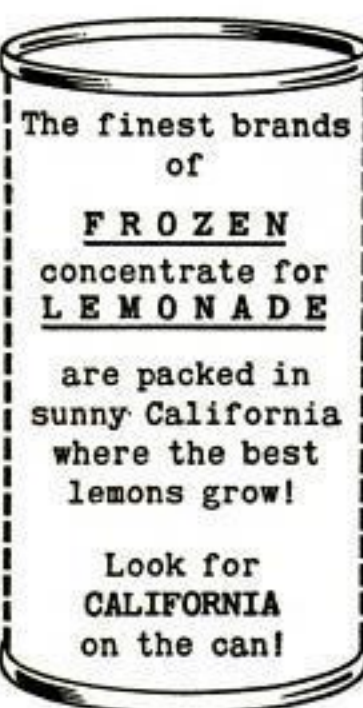


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had committed the crime himself and had chosen this hospital as the safest imaginable hideout. When the detective had at last recovered and was about to be discharged, he told him. All this waste of time and thought, he said, and here the real robber has been lying in the same room with you all the while.

The detective glowered at him and then broke into a slow laugh. "You s.o.b.," he said, "you sure have got some imagination."

The third companion was a tall, middle-aged man, emaciated and dark, and he seemed to bring darkness into the room with him. Hollow-eyed, more than 6 feet tall but weighing perhaps 100 pounds, he had a vague and never-explained illness.

It was mid-December. Now he was allowed to walk about, even to go down the corridor to the telephone. Sometimes he relayed messages to his companion's wife, and on one such occasion he said, "Please tell me, what is the matter with your husband?"

"He is dying," she said, as someone might say, "Two and two are four."

He asked no more questions. It seemed to him then, as it still does, that it was a question of volition. The man wished to die.

His companion was still there, still slowly sinking, when he was discharged from the hospital. It was 46 days after his attack. He went home lying down in the back of a station wagon.

He is still at home, still resting. Occasionally he wonders how he might have lived, what he might have done to avoid the heart attack. He finds some of the answers in the way he must live today; had he always lived so, perhaps he might never have felt the little ball of pain glowing in his chest. Now he is obliged to watch his diet; previously he had known he was 15 pounds above his normal weight but had never taken the trouble to do much about it. Now he must avoid animal fats which he once consumed in abundance. He must use little salt, which causes the body to retain excess fluid and hence to become overweight. He must not permit himself to become heavily fatigued or emotionally upset; this too he had known previously but had ignored. He must avoid sudden, violent exercise. For years he had heard and read of middle-aged men who suddenly collapsed while shoveling snow, changing automobile tires in a rage, or running anxiously after buses and trains; now he understands that this is a form of suicide.

The other adjustments he must make are small; he may no longer smoke but may drink. Instead of going to bed at midnight he goes to bed at 10; instead of eating large, heavy meals he eats light ones and does not run around the block afterwards. He and his wife have taken only one defensive step. For a number of years his wife has had it in mind that she would like to be a school-teacher, and now she has begun to go to college, three days a week, to get a master's degree.

Much of the time he sits reading in the sun, or only thinking. He will rest another month or two, and then go back to work. He looks quietly at his wife, at his three young sons darting in and out of the house, and watches the grass slowly growing green beside his door. His sense of the extraordinary freshness of life is slowly, and to his deep regret, passing away, but there remains a faint, persistent wonder that will not leave him. To him the sudden flattening of a patch of grass in the wind could be the very footstep of God. To him the coming of spring is not the logical result of the ponderous wheel of earth, an annual occurrence scarcely to be noticed, but an enormous personal gift that can bring tears to his eyes.



Now he sits in the sun and watches the grass slowly growing green beside his door

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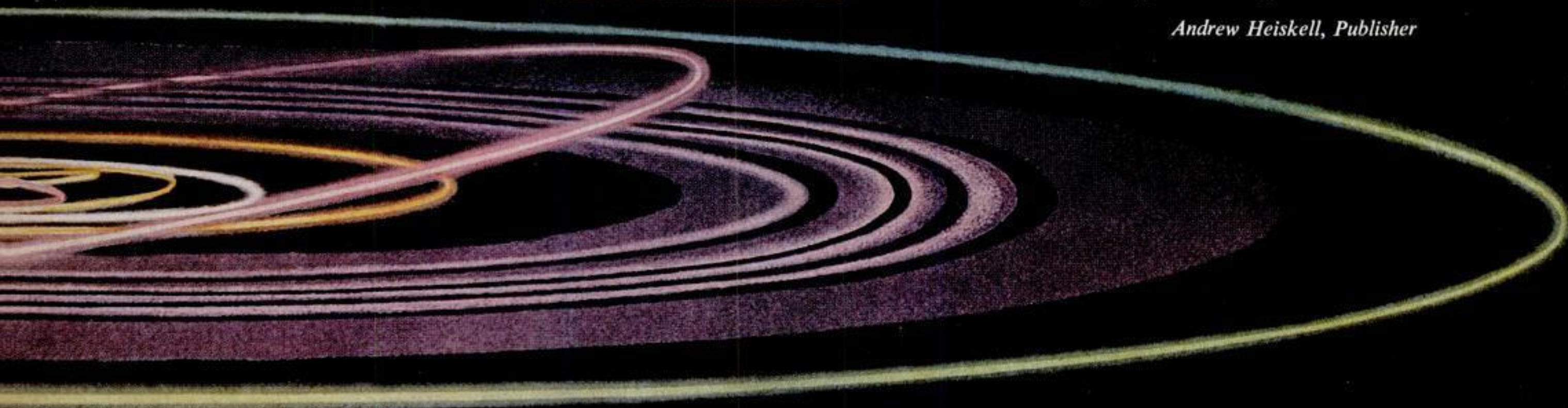
At the series' end there were in our files literally thousands of letters from readers wanting to know if and when the “World We Live In” would be published in book form. And since that time an even more overwhelming number of similar letters have been received.

To those of you who have wondered about such a book, I am pleased to say that work has begun on the project.

On the following two pages you will find further information about this notable publishing event—and a reservation certificate enabling *LIFE* readers to reserve their own copy of this extraordinary book at a special pre-publication price.

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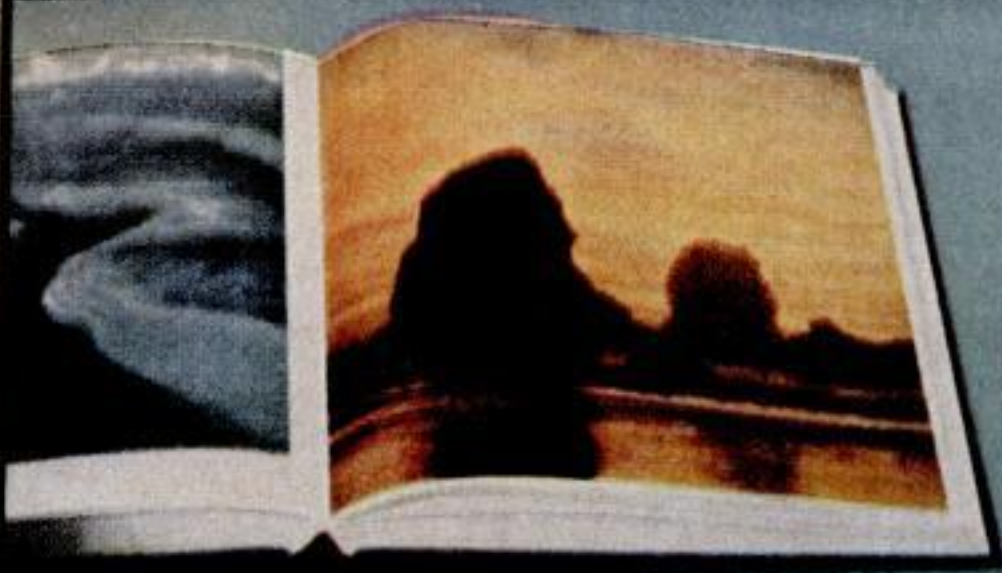
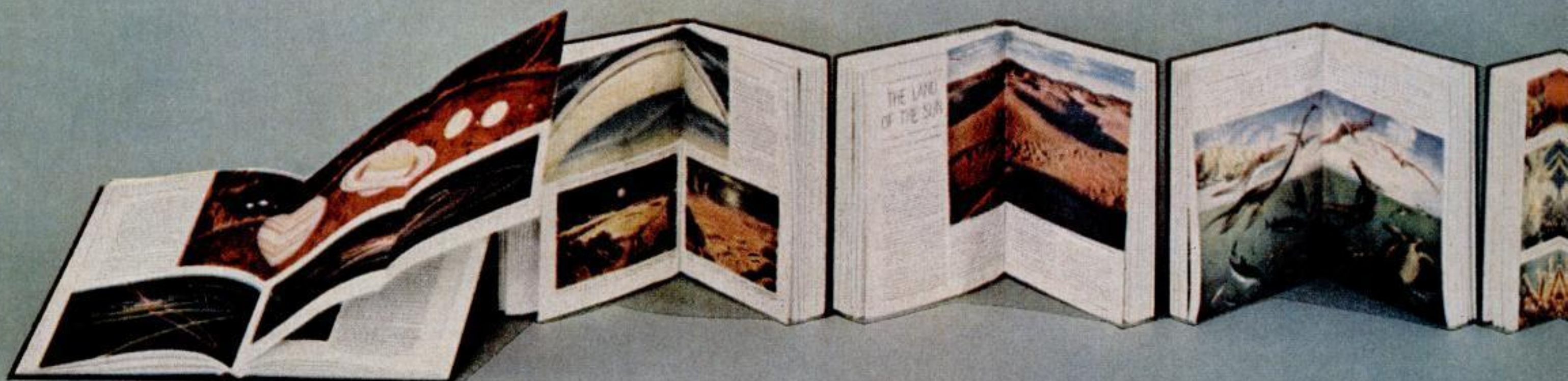
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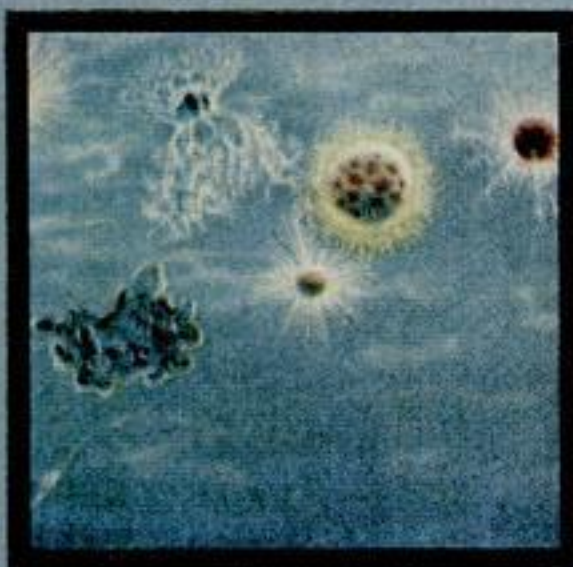


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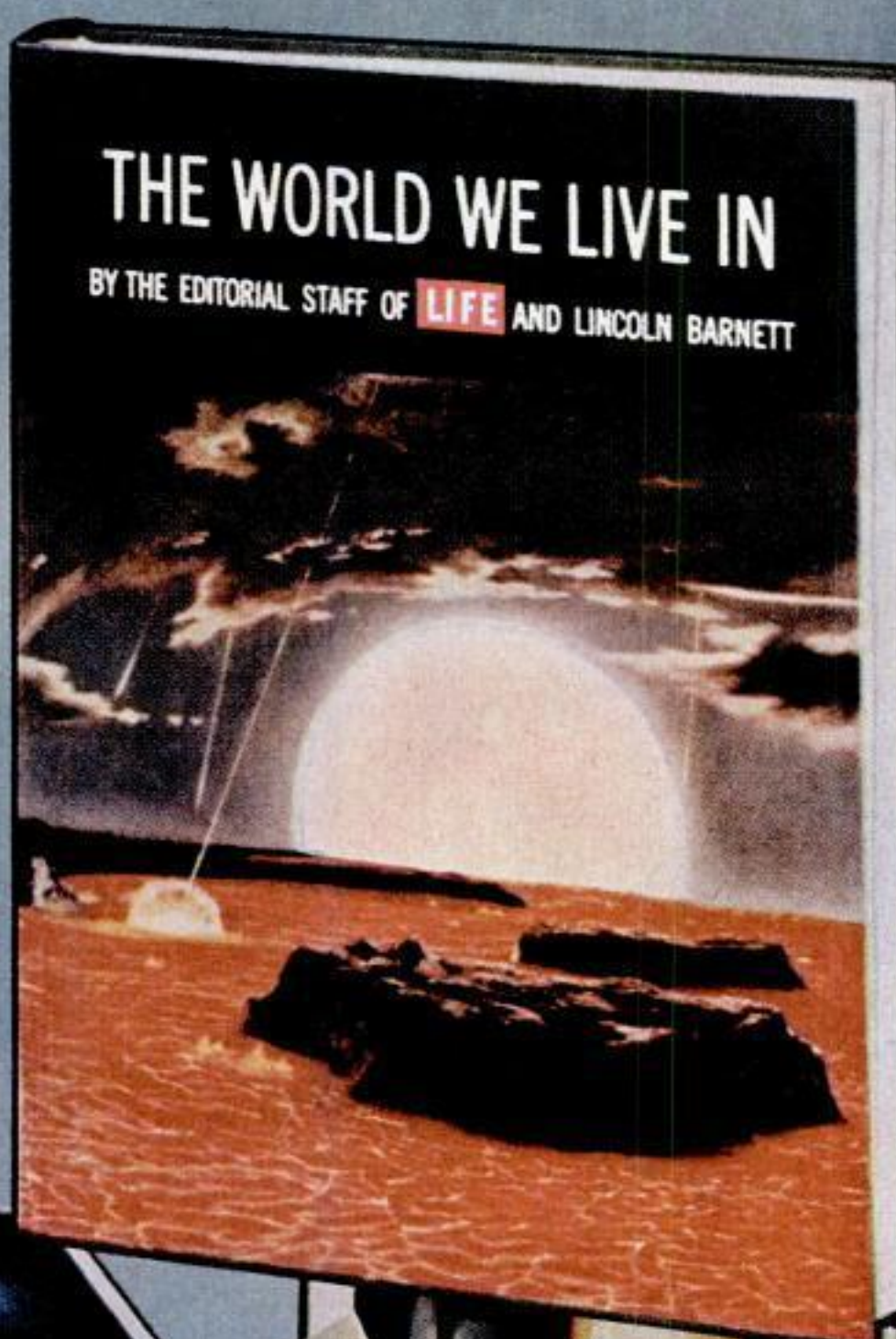
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This will be a LIFE size book—and over 300 pages long. Because virtually the entire book is made up of full-color illustrations and photographs, the printing will be done on a fine grade of heavy coated paper. And we are managing to retain the eleven panoramic fold-out illustrations that originally appeared in the magazine. The book will be beautifully bound in a hard cover, with genuine leather panels and the title stamped in gold letters.



The book you wanted – for yourself, for your children

Because of the overwhelming demand by LIFE readers that "The World We Live In" be made available in book form, LIFE is now beginning work on a volume to contain the entire series—just as it appeared in the magazine.

If you followed "The World We Live In", you remember the unbelievable color illustrations that showed you how our planet was formed . . . how the seas were born and life emerged from the waters to populate the earth.

You saw in awesome paintings the monster amphibians, the dinosaurs and early mammals. You saw how plant and animal life developed and how it now abounds in every region of the earth's varied surface—unforgettable scenes which took you from the frozen arctic barrens to the sun-scorched desert . . . from the tropical rain forest to the undersea castles of the coral reef.

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Makes blues bluer, reds redder, greens greener—deepens any color! Brings the original beauty back to fading colors—keeps new cars looking new. And Deep Gloss Carnu gives you these amazing results in one easy step—no pre-cleaner is needed. Simply rub it on—and 5 deep-cleaning agents remove dull road film,

grease and grime. After it dries to a haze—just wipe it off and it shines automatically without hard rubbing. And what a shine!—deep, brilliant color, sparkling through a tough mirror glaze. See it yourself on your car today. Shine the deep-down color back with Deep Gloss Carnu. (See our introductory free offer below.)

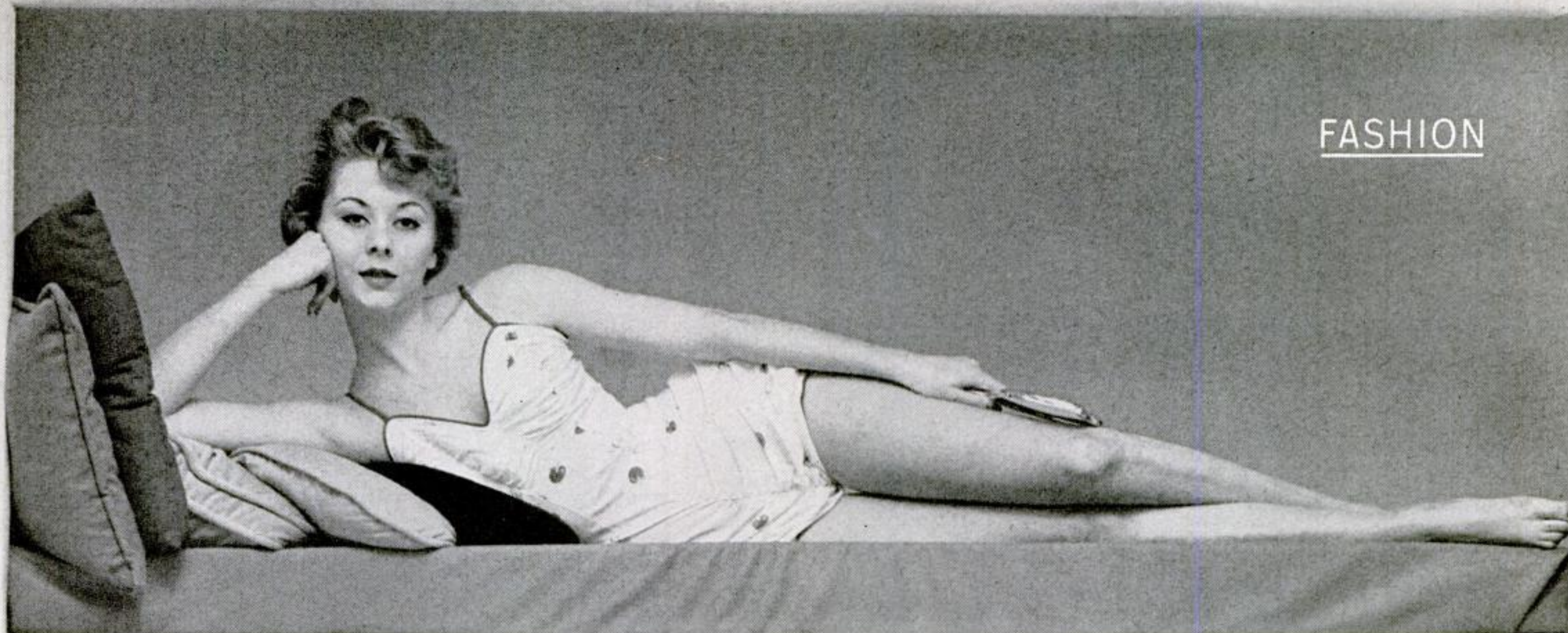
CLEANS AS IT SHINES
IN ONE EASY STEP!



FREE! Generous supply of Rymplecloth with Deep Gloss Carnu at regular price.



OUTLASTS ANY AUTO POLISH KNOWN



ONE-PIECE PAJAMAS OF PRINTED NYLON ARE MADE IN A SHIRRED HOURGLASS SHAPE (TOP, MUNSINGWEAR, \$9) AND WITH FLOUNCES ON PANTS (ROGERS, \$7)

Swimsuits Abed

BEACH STYLES ARE FOR SLEEPING

The abbreviated nightgown has been a widespread fashion for only a year (LIFE, March 22, 1954) but already designers are improvising it and have made their new styles look like dressmaker bathing suits. The outfits, more fitted than most nightgowns, have bare tops, short skirts or romper pants. Slated only for sleeping, these bathing-suit night clothes are made of sheer and fragile fabrics, which take to washing but not to salt water.

*Crystals
made from
real
Oranges*

are right in the mix

For the first time...

real fruit flavor in a cake mix

Pillsbury Orange Cake Mix



MENDS
most anything!



Holds like iron! Comes with wooden spreaders. Ideal for home and office. In $\frac{3}{4}$ oz. or $2\frac{1}{2}$ oz. sizes.
AT STORES EVERYWHERE

**IMPROVED-SOFTER
EZO DENTAL
CUSHIONS**

helps make **FALSE TEETH**
more comfortable

- Helps Keep Seeds Out
- Helps Ease Pressure on Gums
- Helps Plate Fit Snug
- Helps Prevent Clicking

**MONTH'S SUPPLY
ONLY... 60c**

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200 tablets 79c • 100 tablets 49c • 12 tablets 10c

**Hot, Tired, Tender,
Perspiring
FEET?**

You'll marvel how quickly Dr. Scholl's soothing, refreshing Foot Powder relieves sore, tired, burning, sensitive, perspiring, odorous feet... how it eases new or tight shoes... helps prevent Athlete's Foot. Start using it today.



**Dr. Scholl's
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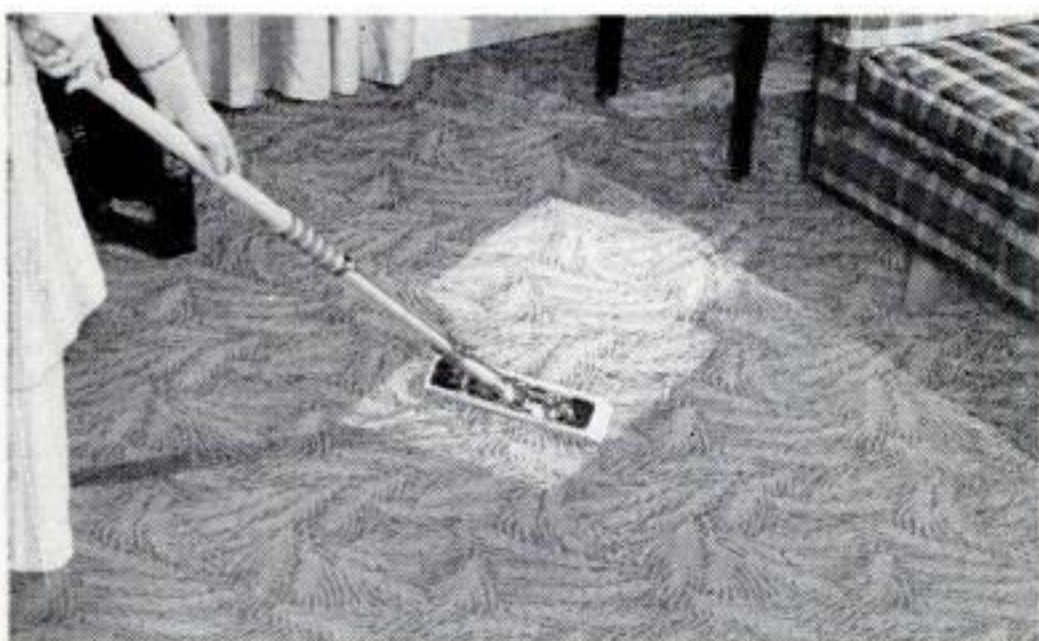
SWIMSUITS ABED CONTINUED



RUFFLED SKIRT, buttoned front and broad straps make rickrack-trimmed two-piece nightgown (Munsingwear, \$9) look like an oldtime bathing suit.



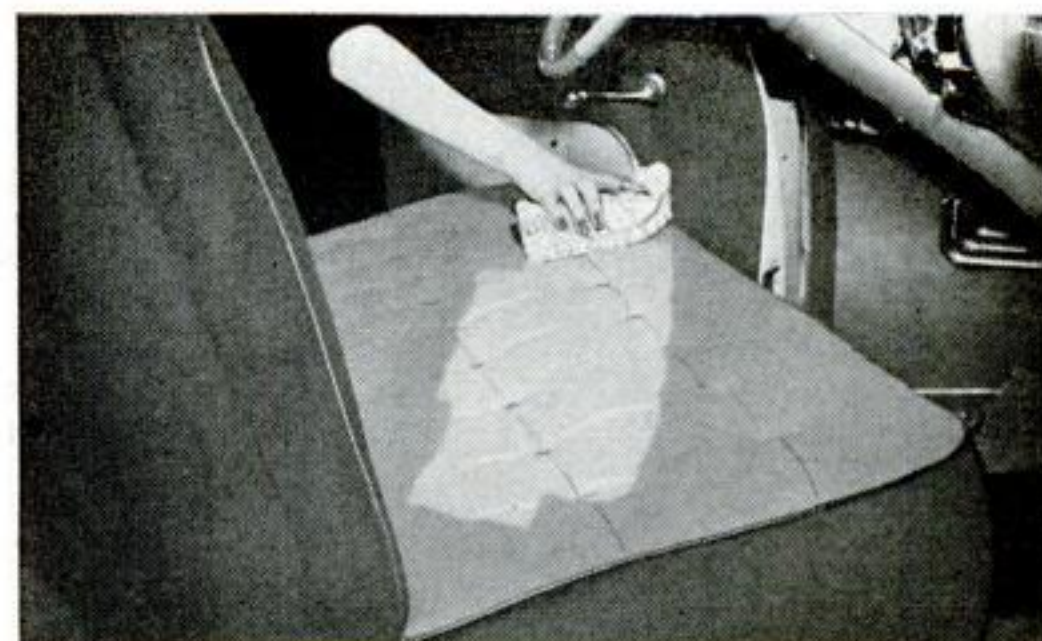
CAMISOLE TOP and a gathered skirt are combined in plaid nylon style which has separate pants (Carter's, \$9). Drawstring in back makes it fit snugly.



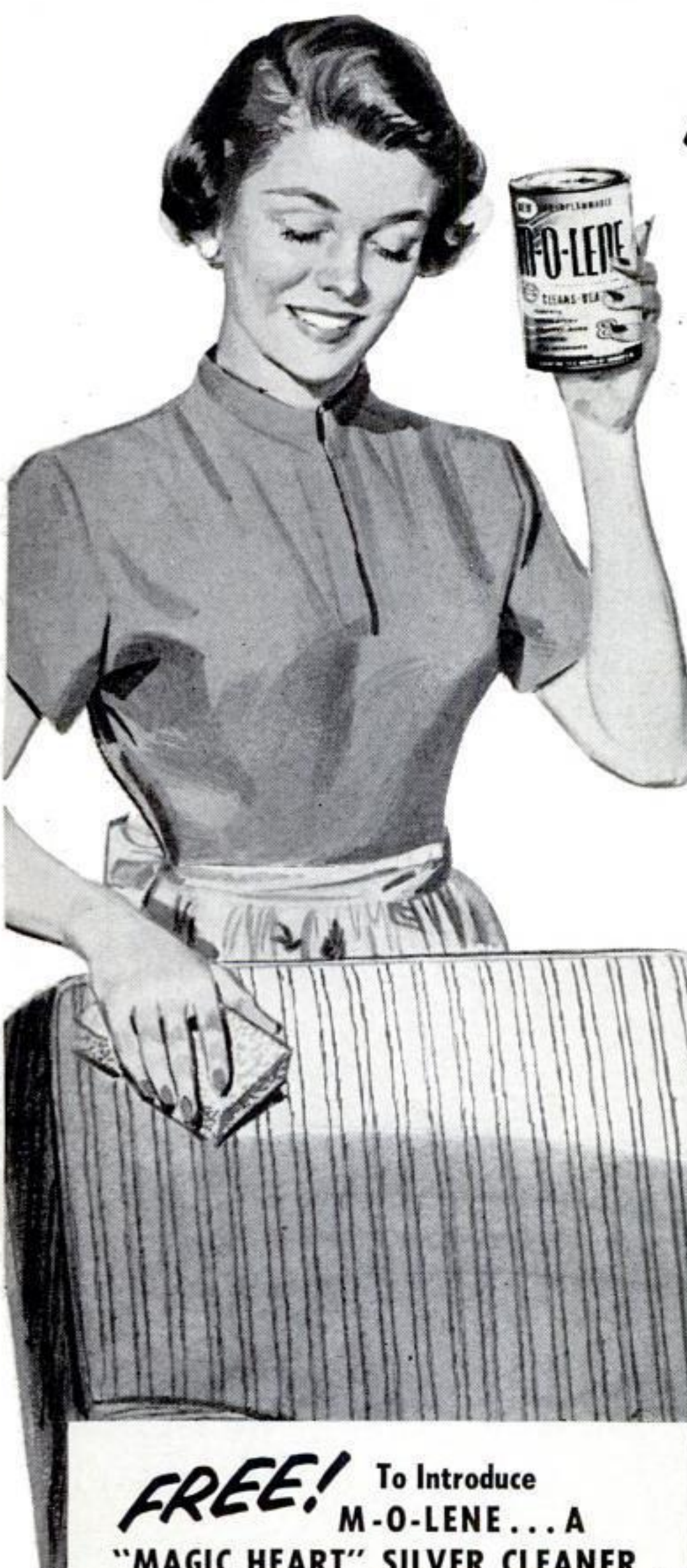
M-O-LENE cleans not only wool rugs, but cotton, nylon, other synthetic carpeting—quickly, easily! Costs less than 40¢ to clean a 9 x 12 rug.



M-O-LENE cleans all upholstery—velour, mohair, frieze, synthetic fabrics. So economical you can do a full-size sofa for less than 20¢.



M-O-LENE cleans car interiors faster and easier no matter if they are nylon, leather, plastic or plush. Costs less than 40¢ to do an entire car.



*Revolutionary
New*

M-O-LENE

CLEANER — CONCENTRATE

Cleans, Beautifies, Removes Even Difficult Stains From RUGS, UPHOLSTERY, DRAPES

Now do a professional-looking cleaning job right in your own home . . . for just pennies! M-O-LENE is a safe do-it-yourself cleaner that wipes away stains, grit and grime . . . gives a "new look" to rugs, draperies, upholstery. M-O-LENE works fast . . . dries fast . . . no vacuuming

necessary! Dirt simply rolls out without hard rubbing. Spots and stains seem to disappear like magic. M-O-LENE contains no abrasives, alkali, or other harsh agents. That's why M-O-LENE is safe for anything that water won't harm. Get easy-to-use M-O-LENE today!



M-O-LENE REMOVES EVEN DIFFICULT STAINS caused by
• oil • common grease • soft drinks • liquor • fruits • fruit juices
• iodine • non-indelible ink • and dozens of other kinds of stains
FROM ALL TYPES OF FABRICS including wool • cotton • mohair
• leather • nylon • plastic • and other synthetic materials.

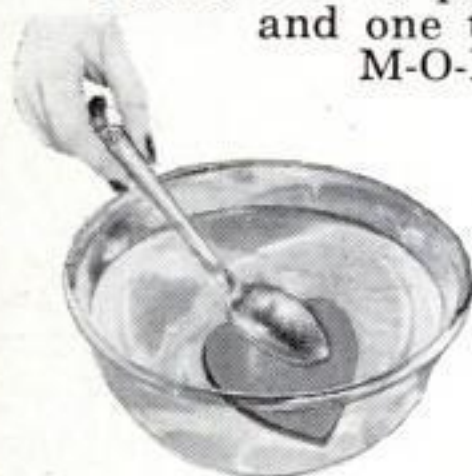
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LEAVES NO RINGS**

Make up M-O-LENE cleaner as you need it—two tablespoons of this amazing powder concentrate mixed with water make a gallon of cleaner. Leftover solution can be stored indefinitely.

**COSTS ONLY 38¢ A GALLON
TO USE***

FREE! To Introduce
M-O-LENE . . . A
"MAGIC HEART" SILVER CLEANER
In Every Package

Drop this "Magic Heart" Silver Cleaner into a pan. Add Water and one teaspoonful of M-O-LENE. Tarnish disappears without rubbing or polishing. Safe for your finest silver. **FREE** in every package of M-O-LENE.



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MAKES 8 FULL GALLONS
OF M-O-LENE CLEANER
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RUN IN THEIR STOCKINGS

In a track meet at Lawrence, Kan., two well-trained and redoubtable schoolboy runners proved recently that a baton in the hand is worth much more than shoes on the feet. Running the anchor leg in a relay, Henry Wiebe of Newton High (*right*) dropped a shoe just as he grabbed the stick from a teammate. A split second later, in rare action

caught by Photographer Rich Clarkson, Richard Graves of Arkansas City (*second from left*) ran out of one of his shoes. Though only half shod, both runners kept going on the cinders. Wiebe came from behind to finish first. Graves finished third. Both were perplexed by the incident for each had taped his shoes to his feet just so they couldn't come off.



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Prestige. Satisfaction. Years of skill and tradition. A unique rareness of flavor and aroma. These are the qualities that make Old Forester a great bourbon—great to enjoy, great to serve, a compliment everyone recognizes. Enjoy it soon . . . pour it proudly.



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*Light up
a Lucky...
it's light-up
time!*



**"IT'S
TOASTED"
to taste
better!**



WHAT A DAY . . . what a game . . . what a cigarette! Why is a Lucky so much a part of moments like this? It's the fact that Luckies taste better . . . rich, mellow, thoroughly pleasant. Luckies taste better, first of all, because Lucky Strike means fine tobacco. Then, this tobacco is toasted. "It's Toasted" to taste even better . . . cleaner, fresher, smoother. So, light up a Lucky, the better-tasting cigarette.

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